

# SIERRA MADRE NEWS

VOLUME 31, No. 3

SIERRA MADRE, COUNTY OF LOS ANGELES, CALIFORNIA

FRIDAY, OCTOBER 9, 1936

## Club Women Stage Gala Fall Festival

Autumn In The Southwest Theme Of Annual Event At Clubhouse Here

Festoons of corn and dates, baskets of tritons and multi-colored Aztec Indian rugs provided the background for the Fall Festival of the Sierra Madre Woman's Club, held Wednesday at the Woman's clubhouse.

Spanish dancers and plaintive string music added a festive note to the affair.

There were booths of plants, flowers and pottery. There were booths of tempting foods and tongue-tickling candies. And there were entertaining, informative talks; talks on flower arrangement, on the Indians of the Southwest, on paintings of the Southwest and Old Mexico.

Miss Claire Cronenwett, National noted expert on flower arrangement, stressed the value of seed pods and dried grasses as adjuncts to flower combinations and explained the modern trend towards plain, subtle grouping of flowers. She exhibited flowers arranged in the Victorian manner and compared them to the present-day "streamlined" grouping.

Dr. Bynam, speaking on the Indians of the Southwest, outlined the inherent religious nature of the red-man. Work of the United States Department of the Interior on behalf of the Indians, he said, is doing much to allay the redman's lack of confidence in his "big white brothers."

Rivaling the bazaars of Samarkand, the exhibits by members of the club included booths of potted plants (Mrs. Elizabeth Turner); cooked foods (Mrs. J. F. Sadler); candy (Mrs. George Seely); Mexican and Alaskan novelties (Mrs. Hazel Ferguson); serapes (Mrs. M. A. Capps); succulents (Dr. and Mrs. M. H. A. Peterson); hand-made quilts (Mrs. B. Rachin, Mme. Bayba and Mrs. W. E. Farnan); and Indian rugs (Mrs. M. Penn Phillips and Mrs. Roland Adams).

Vernon Jay Morse sponsored a painting exhibit and Mrs. Perley Poore Sheehan showed a gorgeous Spanish shawl and a plaster cast of an antique quill.

The "white elephant" table was in charge of Mrs. M. A. Capps. Mrs. P. L. Burton of East Pasadena entered a Mexican exhibit.

Praise for the gala event was voted to Mrs. W. J. Lawless, club president; Mrs. Hazel Ferguson, Mrs. Emile Smith and Mrs. Frank Spencer. No less praise was accorded those responsible for the decorations, Mr. and Mrs. Emile Smith and Randall Perry.

## Officers For November's Poll Named

Polling places and election boards for the November 3 election in Sierra Madre were announced this week by W. M. Kerr, registrar of voters. All seven precincts will be used in the general election. Following is the list as presented to THE NEWS.

First precinct: polling place, residence, 74 West Grand View avenue; Inspector Marie C. Lord; Judge, Ora A. Caskey; Judge, Bertha L. Irvine; Clerk, Gretchen L. Newbery; Clerk, Howard B. Cant; Clerk, John M. Jensen.

Second precinct: polling place, residence, 83 North Sunnyside avenue; Inspector, John Buchanan; Judge, Sallie Osgood; Judge, Hatfield Lovell; Clerk, Madeline Smith; Clerk, Florence Preston; Clerk, Thomas Solury.

Third precinct: polling place, City Hall, 55 West Sierra Madre Blvd.; Inspector, Tillie M. Stimpfling; Judge, Fannie R. Sea; Judge, F. Martha Willis; Clerk, Martha Lorena Adwell; Clerk, Virginia L. Roess; Clerk, Clara Lacy.

Fourth precinct: polling place, City Park House, 25 South Hermosa Avenue; Inspector, Helen W. Hill; Judge, Francis M. Eakman; Judge, Irene Askew; Clerk, Russell F. Tyree; Clerk, Wilma May Rowe; Clerk, Percy Kortkamp.

Fifth precinct: polling place, Masonic Temple, 133 East Sierra Madre Blvd.; Inspector, Marion E. Lees; Judge, Luetta Walsworth; Judge, Josephine E. Marr; Clerk, Mary L. Wammock; Clerk, Agnes B. Tyree; Clerk, Marie Solury.

Sixth precinct: polling place, residence, 81 East Grand View Avenue; Inspector, Edwin W. Ward, Jr.; Judge, Julia B. Shannon; Judge, James P. Forbes; Clerk, John H. Ort; Clerk, Mabel P. Everett; Clerk, Hulda O. Baird.

Seventh precinct: polling place, store, 444 Sturtevant Drive; Inspector, Mary L. Richards; Judge, Maude E. Rogers; Judge, Steve Petzel; Clerk, Laura E. Cadmus; Clerk, Cora B. Corum; Clerk, Bertha H. Porter.

## Your Grandmother Wouldn't Believe It Could Happen

Your grandmother who may have come across on a prairie schooner wouldn't believe this, but it's a fact.

O. E. Smith left New York at 9 o'clock Tuesday morning, arrived in Glendale at 7 that evening and was with his family at his cozy home at 158 West Montecito avenue before 8 o'clock the same day.

Mr. Smith made a sure enough "flying" trip to the metropolis and Washington. It was a thriller going towards the eastern seaboard. In Colorado the plane in which he traveled ran into the worst September snowstorm that has hit the Rocky Mountains in 64 years. The ship was forced down while the blizzard raged and Mr. Smith was a day late in reaching the Nation's capital. But he enjoyed perfect weather and a marvelous ride on the return.

## Carnival Is Planned On Large Scale

Two Big Tents Provided To Care For Crowds At Streets Of Cairo Frolic

An Egyptian atmosphere prevails around the St. Rita's School grounds where members of St. Rita's Parish are working day and night in preparation for the "Streets of Cairo," the big carnival to be held there on October 16 and 17. Extra care has been given to the theme of the carnival this year. Egyptian costumes and decorations will prevail throughout. An attractive entrance gate to the "Streets of Cairo" was designed by the young artist, Roger Armstrong. There will be two big tents in addition to the auditorium thus affording much needed space for the big crowds attending.

The carnival committee expects this year's carnival to be the biggest in the church's history. Many screen stars are expected to attend, including Vince Barnett, Hollywood's foremost ribber; his friend, "Casper," Jim Burke, Dick Purcell, Eddie Quillan, and many of those who were in Saturday's big show staged by the Veterans of Foreign Wars. It is probable that Vince Barnett and his crew will be behind the counter running a concession of some kind or other.

During the carnival a new Ford V8 car will be given away. Then there's the big turkey dinner which will be served on Saturday, October 17, at 5 p.m. This has always been a big drawing card in the past. There will be such games as horse-racing, tango, chuck-a-luck, country store, jingle board, darts, and other amusements. There will also be fancy work booths, white elephant, ice cream and punch stands, candy booths, etc.

## Election Issues Will Be Discussed At Tuesday's Forum

Local option, teachers' tenure and the district attorney's office will be discussed at next Tuesday's Forum dinner-meeting at the Woman's clubhouse.

Arthur Syverson of Pasadena will speak in behalf of the candidacy of Harlan G. Palmer for district attorney. Nathan Newby will present the affirmative side of amendment No. 9, the local option measure, which will appear on the November 3 ballot. An unannounced speaker will discuss No. 11, the teachers' tenure bill. Reservations for the dinner, which will begin promptly at 6:30 p.m., may be made by calling Mrs. R. H. McCullagh, 3221.

## Costs A Lot Of Money To Hold Elections In This Man's Land

Between now and election day more than \$80,000 of the taxpayers' money will end up in the waste-basket.

Postage for the mailing of 1-450,000 sample general election ballots to county voters will cost \$66,000, while the ballot paper itself comes to the tidy sum of \$14,152.

The sample ballots, including the statement on the 23 State constitutional amendments, will cost 4 1/2 cents each to mail.

## Episcopal Guild Elects Officers

At their first meeting held Tuesday afternoon at the home of Mrs. Freda Clatworthy, St. Catherine's Guild elected Mrs. Hall Perry as president, Mrs. Richard Stanton, secretary, and Mrs. Lyle Anderson, treasurer. A social hour followed at which Mrs. J. H. Robertson was co-hostess with Mrs. Clatworthy. The next meeting of the Guild will be held at the home of Mrs. Mary T. Goodfellow, Tuesday, October 20th.

## Proclamation

INASMUCH as the newspaper of today is not only a highly organized business enterprise but a social institution of general public interest, it is fitting that a period of time be set aside for special consideration of its merits. In presenting incidents of local, State, National and even international concern the newspaper becomes an agency of civic and spiritual progress; and as a member of a great fraternity its influence reaches even to the ends of the earth.

In view of the importance of the press in moulding public opinion, now, therefore, I, Frank F. Merriam, Governor of the State of California, do hereby proclaim the period between October fifth and twelfth as "Newspaper Week" in this Commonwealth.

[Signed] FRANK F. MERRIAM

Governor of California

(SEAL)

## WHAT YOUR NEIGHBORS SAY

DESIGNATED by the Governor of California in the above proclamation, it's Newspaper Week again. And in its observance of the occasion THE NEWS is again privileged to do what probably no other newspaper in America published in a city of anything like the size of Sierra Madre is able to do. It presents contributions from noted metropolitan newspapermen, columnists, authors and short story writers who are your neighbors—residents of Sierra Madre. Naturally all are on the subject of Newspaper Week.

In a similar issue of THE NEWS just a year ago it was pointed out that there are enough first string newspapermen and writers of great ability in Sierra Madre to produce an up-to-the-minute metropolitan daily. In addition to those presented here there resides in Sierra Madre a former noted Chicago Tribune columnist, managing editor of the Kansas City Star, city editor of the New York World, Washington correspondent of the Boston Traveler, sports editor of the Washington Herald and Pittsburgh Dispatch—and more.

Among this week's contributors are Perley Poore Sheehan, author and former editor of the Paris edition of the New York Herald and later of the Paris edition of the New York Times; Lee Shippey, author and conductor of the "Leaside of L. A." column in the Los Angeles Times; Ralph Cheyney, poet, editor of "Horizons" and long time editor on the Philadelphia Ledger; S. O. Steinberger, (Rio Grande Red) editor and writer on Kansas City, Phoenix and St. Louis newspapers and now a noted radio announcer; Bob Foote, sports editor of the Pasadena Star-News; Nouredin Addis, former newspaperman and well-known author and short story writer, and Harry Bowling, editorial writer of the Los Angeles Times.

## SHEEHAN SEES THE CITY AS A SOCIAL DESERT

By Perley Poore Sheehan

IT has often been said, but it's worth repeating, that of all the inventions of man since Adam the greatest by far is that of the printing press. Don't stop. This isn't just another hymn to the printing press; nor to that stalwart and sometimes aggravating heir to the title-royal, which is to say, *The Press!* But we should like to put in a word concerning the least, the last, and the most important, of those royal children of the printing press: the small, independent, community newspapers of our country—an institution pre-eminent American—so ably and sometimes brilliantly exemplified here in our own community by the SIERRA MADRE NEWS.

Poets since time out of mind have sung the praise of this or that spring, or well, or fountain. The Bible itself, as we all know, is rich in such allusions. So is all folk-lore. Like our own song to "The Old Oaken Bucket." And it strikes us that here we have the perfect symbol of what the community press—the small-town newspaper—means to our modern world.

So far as we're concerned, the big out-of-town papers are, so to speak, just so much water out of the tap. Good? Well, pretty good. Still nothing, as you might say, to make a poet roll his eyes.

But our home-town paper is something else. Like a spring out of the ground it is the refresher, the strengthener, the sure support, of all the life about it. It is what the public fountain was to less fortunate communities in the old days. We have our variety of clubs and congregations. Our local newspaper, you might say, is one clue to which we all belong; it is meant to serve a universal congregation; make us all one family. In short, it's the one thing that makes this town—or any town—a true community instead of a mere collection of shops and homes.

If today we're quick with life and civic enterprise, let's thank the SIERRA MADRE NEWS. Without it we'd rapidly become a social desert.

## SHIPPEY TELLS HOME PAPER'S PLACE IN LIFE

By Lee Shippey

THE other day two women met on the street, and one said:

"Oh, I'd been wondering if you had moved away. I hadn't seen you for so long."

"I've been quite ill."

"Indeed! I didn't know it."

"Yes, I nearly died. It told all about it in the paper."

"Oh, I don't take the hometown paper. All of our interests are in the city."

That was just like saying: "I don't take any interest in my neighbors. I don't care who is sick or well, who dies or who moves in or out."

For anyone who doesn't take the hometown paper fails to know a great many things, often things which would be important to them. News is information, and the information most important to all of us in information about our immediate surroundings. We cannot live right in any community unless we know, and care, what is going on in it. To be broad-minded we must know what is going on elsewhere, too—we must have the news of the world—but we are at serious disadvantage if we fail to know what is going on next door.

I often think of Will Rogers as the best-informed man I ever knew. First of all, he knew his horses, his household and his daily associates. He was interested in all of them, and because he was interested in them he understood them. When his neighborhood widened to take in the world, he grew in people all over the world, and understood them, too. You can bet your life that when he lived in an Oklahoma town he took the hometown paper, and therefore knew a lot about his immediate world—and saw how to improve himself in it. I know that when I knew him he was the keenest newspaper reader of all my friends. He read sports, news of great undertakings, news of politics, news of foreign nations, all with the same neighborly interest he took in his home-town

(Continued on Page Two)

## CHEYNEY FINDS HEART BEAT OF THE COMMUNITY

By Ralph Cheyney

THE newspaper IS the town. The newspaper is at least the nervous system of a town—and often its backbone. Without a newspaper a town is not a town but just a collection of buildings where some folks live. Without subscribing to a town's newspaper a townsman is not a townsman; he just lives there. . . . IF any existence is so unsocial as not to include interest in the doings of neighbors deserves to be called life!

The first duty of good citizenship is to have civic consciousness. The first step toward civic consciousness is into the newspaper office. Not to take the newspaper is not to take one's citizenship seriously. It is to be IN the town but not OF it—not only lackadaisical but, to coin a word, slackdaze-ical!

A town is unlikely to be known of without a newspaper. It is certain not to be known by those who don't know its newspaper. It is to a town's newspaper that a visitor turns first to discover the character of the town; it is to his own newspaper that he must turn at last to recover the spirit of his home. Newspapers may make some mistakes, but think how gossip and rumor would tear a town to tatters were there no newspaper to present the facts and thus keep tongues in check, not cheek. The newspaper is the town grown articulate and kept kind and co-operative.

Of all newspapers the small town weekly is the biggest. Not biggest in circulation or staff, certainly not biggest in profit. But biggest in the lives of readers. The people we have never met are only abstractions to us. The mind is interested in abstractions, but they leave the heart cold. Thus, the downfall of a nation is a tragedy we naturally regret, but it cannot stir us as does the toothache of the man next door. The birth of a new government distant from us cannot be expected to be as thrilling to us as the birth of a baby we can see—and hear!—down the block. If it weren't for the big

(Continued on Page Two)

## Girls Popularity Contest And Big Time Vaudeville Show Pack Auditorium

Evelyn Solury Leads 14 Alluring Misses Before The Footlights Where Stage And Screen Celebrities Put On Biggest Performance Ever Brought To A Small Town

THE biggest show that ever played a small town brought a capacity crowd to the school auditorium Saturday night when Pat West staged a vaudeville performance for the Veterans of Foreign Wars. The double attraction—announcement of the winner of the girl's popularity contest and the brilliant array of stage and screen stars—brought out a record attendance of appreciative Sierra Madreans.

Miss Evelyn Solury with 72,710 votes was adjudged the most popular girl. Alice LaLone was a close second with 70,310. Helen Jackson with 56,935 was third.

So heavy was the balloting that the committee was fairly deluged under the avalanche of ballots.

The 14 leading contenders for the popularity contest stepped onto the stage at the conclusion of the show and were vociferously applauded as their names were called in this order:

Evelyn Solury	72,710
Alice LaLone	70,310
Helen Jackson	56,935
Ethel Lauber	45,370
Melva Hill	42,515
Virginia Hoevel	41,210
Lorraine Petsel	40,935
Mercedes Schiltz	40,625
Gertie Kiggins	37,220
Ruth Allen	36,175
Dorothy Ropp	34,385
Marianne Daily	32,030
Grace Jensen	28,530
Dorothy Walsworth	25,595

Vince Barnett, Al. K. Hall, "Big Boy" Caspar and others insisted upon giving Pat West unasked, but welcome support when the prizes were distributed. These famous screen stars unleashed a rapid fire of impromptu wise cracks and gestures as the young women stepped onto the stage. They saw to it that each girl was seated and escorted personally with pomp and gallantry. Blushes could almost be seen from the last row seats in the auditorium.

Al. K. Hall and Barnett were the ring leaders, and if Hall crashed a gal first he promptly dropped him like a log (a stage act these chaps have down to perfection).

The girls got as big a kick out of the antics of the actors as did the audience—and the actors.

Sierra Madre merchants were solidly behind the Vets big show and helped make the affair one of the most successful affairs ever staged in this city. The popularity contest was something new here. Merchants gave out coupons with cash purchases. The coupons were good for five votes and the winner was proclaimed Sierra Madre's most popular girl.

In addition to handing coupons the merchants presented prizes for the winners. So many and varied were the gifts that the committee decided to pro-rate the prizes among the first 14 girls, and with two exceptions all the winners were on the stage to claim their awards.

Pat West and other members of the local War Veterans post attended to the details of handling the show, including the disposal of the tickets. A committee headed by Capt. E. G. Everett and Col. H. B. Hershey counted the ballots and determined the winner. Proceeds of the entertainment will go toward the Veterans of Foreign War treasury.

The vaudeville show was a riot of merriment. No two acts were alike and the performers put all

(Continued on Page Eight)

## Sierra Madre PTA To Conduct Series Of Picture Shows

A series of talking pictures to be shown every Friday night at the school auditorium beginning October 16 has been contracted for by the Sierra Madre P.T.A., it is announced.

The two-hour shows will include one big feature and two short subjects in educational films. There will be two complete shows every Friday night.

## WINNERS IN POPULARITY CONTEST



Leaders of the recent popularity contest posed in front of the entrance gate to the "Streets of Cairo," carnival to be held at St. Rita's Church October 16 and 17. Left to right—Evelyn Solury, first, Alice LaLone, second and Helen Jackson, third.



## Mother Will Cross Country To See Daughter's Premiere

Mrs. Arthur Redding of West Grand View avenue, is preparing to leave for New York to be on hand at the glittering premiere of "Red, Hot, and Blue," the musical spectacle in which her talented daughter Cecile, is being featured. Miss Redding, who has been singing at the Glen Island Casino in Long Island all summer, has won a prominent place in the theatrical world as a result of long years of patient endeavor.

Read the News Want Ads Regularly

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Eye Brow Arch ..... 50c

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## THEATRE

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Starts Friday, Oct. 9  
2 MAJOR HITS!  
**'Sing, Baby Sing'**  
Alice Faye  
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Plus!  
Jane Withers  
in  
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## ARCADIA THEATRE

44 East Huntington Drive  
ARCADIA  
Friday, Saturday, October 9, 10  
**"Mary of Scotland"**  
with Kathryn Hepburn and Frederic March  
**"M'LISS"**  
Featuring Ann Shirley, John Beal, with Guy Kibbee and Moroni Olsen  
Also—Pathe News, Popeye cartoon, "Brotherly Love"  
Sunday, Monday, Tuesday, October 11, 12, 13  
**"We Went to College"**  
Charles Butterworth, Walter Abel, Una Merkle  
**"Public Enemy's Wife"**  
Warner Bros. shocked crammed sequel to "Public Enemy" with Pat O'Brien and Margaret Lindsay. Also Popular Science "No. 5" in color. Color cartoon, "I'm a Big Shot"  
Wednesday, Thurs., Oct. 14, 15  
**"Charley Chan at the Race Track"**  
with Warner Oland, Keye Luke and Helen Wood  
**"Border Flight"**  
Featuring Frances Farmer, John Howard. Also Band novelty, "Breezy Rhythm"  
Friday, October 16  
**"The Last Outlaw"**  
Harry Carey, Hoot Gibson, Margaret Callahan, Tom Tyler

## ART OF BALANCE PICTURED BY ADDIS, SHORT STORY WRITER

By Nouredin Addis

THERE is an art of balance which runs through all human affairs. Things must be correlated—events and settings, no less than the actors moving through them—in order that they may be understood. All must be graded, aligned, put into their proper places, given their normal values and relationships one to another.

To do this is one of the services of the press. Perhaps, in a broader sense, it is the whole service of the press. To the average individual both time and opportunity to perform these functions for himself are not always available. And here is where the newspaper enters. It is one of the highest duties of the newspaper to keep in touch with information sources of various kinds, to search out the divergent trails behind the news, to trace the story to its hidden origin. Thus it offers to the reader a more complete picture, a wider basis on which to predicate his judgments and opinions than if he had only the angle of the problem, one single viewpoint from which to work.

But—the question to be answered is: "What are the services normally rendered by the press?" And that is a large question.

To attempt to tell in detail what those services are would carry us far beyond the space allotted to us. . . . the answer is too long. Cataloging is impossible. The services are too many and too varied for any brief and comprehensive listing.

So it might be better simply to stimulate each person to answer for himself. This should not be difficult. If we will but take a fresh grasp on the commonplace—the situations and events with which we have grown too familiar—if we will view them with new eyes, from new viewpoints, the answers will come of themselves. Modern society is too casual. Nonchalance is at a premium. It has become impossible to live familiarly with anything—whether an individual, an idea, or an institution—without a loss of perspective. Every hour of every day we take for granted things which to our grandparents would have been no less than miracles.

In the act of recapturing that sense of wonder—of miracle—we cannot fail to perceive something of the length and breadth of the road humanity has travelled in the past two generations.

And—what a part the press has played in that travel!

## Pat West Plays A One Night Stand In State's Capital

Pat West, Sierra Madre's emcee extraordinary, played a one-night stand in Sacramento Tuesday night.

He journeyed up to the State Capitol to officiate at a banquet and a motion picture "premier."

This time, however, the picture wasn't a Hollywood product. Produced by the State of California, it portrays the Golden State as a land "where one can see the whole world without going outside the border." It was the first showing.

It shows the winter sports of the Swiss Alps in the Sierra, the tropic heat of the Sahara desert in Death Valley, the rugged forests of Northern California surpassing the famed Black Forest of Germany and the French Riviera flavor at beach resorts along our ocean shore—and all in full technicolor.

A gala banquet, held at the Hotel Sacramento, preceded the premier. Business and governmental notables, including Governor Frank E. Merriam, attended. Pat, being the emcee, there was, of course, a lot of comedy, too.

## CHEYNEY FINDS HEART BEAT OF THE COMMUNITY

(Continued from Page One)

daily, these foreign developments would be hearsay and traveller's tales at best—unless we heard them over the radio! But no radio broadcasts the news of that toothache and of the new baby.

If I could afford but one newspaper, that newspaper would be the SIERRA MADRE NEWS, unfailingly helpful to worthy enterprises, clean, comprehensive, clever. If it carried nothing else than Perley Poore Sheehan's "The Watch Tower," I'd subscribe. And if I couldn't afford it, I'd be interested enough in my neighbors whom I have seen move into cheaper lodgings physically so that I could be a real Sierra Madren mentally and take the SIERRA MADRE NEWS.

## MOTHERS GUESTS AT CHILDREN'S RECITAL

Mrs. George Morgridge and her daughter Elizabeth, entertained with an afternoon musicale on Saturday afternoon at their home 19 West Orange Grove avenue. The guests were the mothers of the children who have been studying piano and violin.

Assisting the hostess at the refreshment table were Mrs. Clarence Noshier and Mrs. Gilbert Keys. The following children were present: Margaret and Anna Starbuck, Patricia and Raymond Andrews, Betty and Carol Tarr, Jean and Evelyn Noshier, Helen and Norma Stewart, Sylvia and Frank Shippey, Joanne Hinkley, Theresa and Donald Keys, Betty Preston, Nellie Gonzales, Ruth Coit, Barbara and Kenneth Manning, Paul Hamilton, Berta Uriata, Mary Jane Clatworthy, Kasuto and Kimiko Shimizu, Betty Cord, Peggy Miller and Betty Ducommun.

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## MOTORISTS IN SIERRA MADRE JUST CAN'T TELL—OR BE SURE

You can't be too careful in a small town.

A NEWS representative this week, driving east on Highland avenue, failed to make the boulevard stop at Baldwin avenue. As he went around the corner he saw a man repainting the pedestrian lane markings, but inasmuch as the brush-wielder had the west half of the street

## SHIPPEY TELLS HOME PAPER'S PLACE IN LIFE

(Continued from Page One)

folks. He could meet anybody anywhere, and knew how to converse with him, because he was well-informed on current history, the history you can know only by reading your newspaper from day to day.

This isn't a very big newspaper, but every issue of it carries friendship or kindness or comfort or appreciation into hundreds of homes. It carries good news gladly, and sometimes sad news sadly. Try reading a single issue through and see how many times you exclaim: "Why, I didn't know that!" Just try to count up the news notes which are sweet with kindness, to clubs, societies, lodges, people who are trying to do something or who have done something they are glad to have their friends know.

After all, it is the appreciation of our friends which means most to all of us, and if our good news is published in the home paper and they don't even take the trouble to read it we are disappointed. We know they are not really interested.



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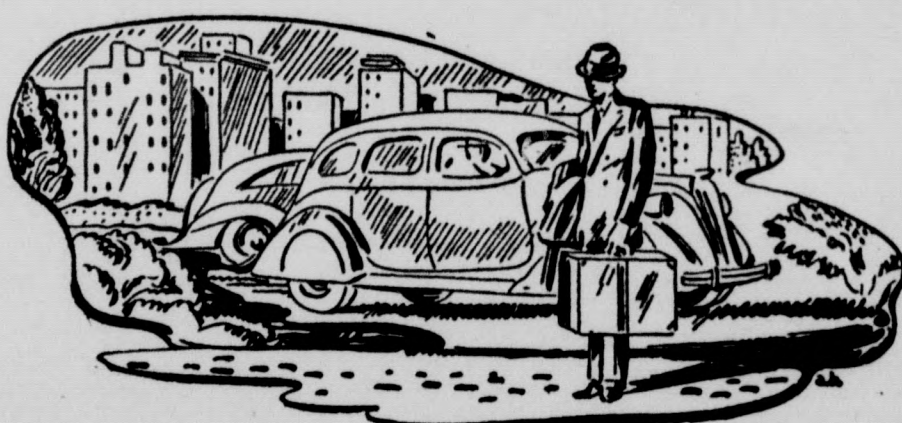
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**Were you ever alone in a strange city?**



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Alone in a strange city. It is pretty dull. Even the newspapers don't seem to print the things that interest you. Headline stories are all right, but there is something lacking. That something is local news.

For—all good newspapers are edited especially for their local readers. News of your friends and neighbors is much more interesting than stories of far off places. That is why a newspaper in a strange city is so uninteresting. And that is why this newspaper is so important to you. This is Newspaper Week. It's a good time to get to . . .

**KNOW YOUR NEWSPAPER**





## Phone Users Double In A Single Year

A fifty per cent recovery from depression lows is the rosy picture painted this week by O. A. Prest, district manager of the California Water & Telephone Co., owners of the local system, in describing the current status of telephone service in Sierra Madre. There now are close to 850 telephones in service in Sierra Madre, according to Mr. Prest. The exact figure is 836.

High point in the number of telephones here was in 1930, when the company was serving 952 homes.

The telephone company began to lose ground the following year, but not until June, 1934, did it feel the full effect of the depression.

"At that time there were only 252 phones in Sierra Madre. We feel our business is definitely on the upgrade," Prest told THE NEWS yesterday.

"At the rate we are going, and particularly in view of the steadily increasing number of new homes in Sierra Madre, we'll be back at boom-time levels before very long now. Our outlook is distinctly bullish."

### A. L. A. Activities

By Edith Woodruff

The 18th district will have a party at San Fernando Hospital Halloween with all units participating. Wednesday a caravan will wend its way to Sawtelle to get acquainted with the work planned this year by Grace Omohundro, district chairman.

Featuring unit activities for the month department suggests that all committees get started on their plans at once. All officers are urged to get their dues in the hands of their membership chairman not later than October 15th.

The unit members attending the Post meeting Monday evening were pleasantly surprised by a fine showing of motion pictures and also a fine array of refreshments afterward. Plans were announced for the annual Armistice Day Dance and a committee to act at once with the Post committee, which will meet Friday, the 16th in the clubrooms at 8 p.m.

Chief McMillan gave a talk to the Juniors on safety for pedestrians in traffic at their meeting Saturday. Margaret Young was hostess to the group and made a most charming one. Patsy O'Neill was a welcome visitor.

## School Teachers To Fight Proposed Tenure Amendment

Twenty thousand school teachers including Sierra Madre members of the California Teachers' Association, were on record today in opposition to three proposed constitutional amendments which will appear in the ballot in November. The opposition was based on authorization Saturday by the Southern Council of California Teachers' Association in session at Los Angeles. Action by the teacher representatives called for "energetic opposition" to Proposition No. 2 providing for the repeal of the State Income Tax; Proposition No. 10 providing for constitutional "earmarking" of gasoline tax revenue for highway purposes only; and Proposition No. 11 which would write a regulatory teacher tenure law into the Constitution.

A speaker to present the association's attitude towards Proposition No. 11 will appear at next Tuesday's Sierra Madre Forum meeting.

Miss Geneva Davis of Los Angeles, chairman of the Southern California's teacher tenure committee, outlined the reasons for opposition by "the overwhelming majority of California teachers" to the proposed tenure amendment. The measure was characterized as "undesirable because it is unwise to freeze a mass of experimental administrative detail into the Constitution, subject to amendment, even in the most minute detail, only at a general election."

### ARCADIA PROTESTS WATER RATE RAISE

Arcadia's city council passed the buck in the Valley city's water department bond issue squabble to Councilman Albert Daniels last week and suggested that, inasmuch as Daniels is president of the Chamber of Commerce, he urge the chamber to sponsor the \$150,000 bond issue.

Arcadia water users, almost to a man, favor a bond election as the means of raising revenue for the water department rather than an increase in the water rates. The Chamber of Commerce is on record as protesting an increase in the water rates, and hence the council's delegation of Daniels and the chamber to father the \$150,000 "hot potato."

### ILLINOISANS TO PICNIC

The Illinoisans of all Southern California are invited to their picnic reunion, all day Saturday, October 17th, in Sycamore Grove Park, Los Angeles.



### PLANT PERENNIALS NOW FOR EARLY SUMMER BLOOMS

PERENNIAL seed should be planted as soon as possible if you are to have flowers in the early summer. Next season seems a long way off to be preparing for during these hot weeks, but the job isn't a difficult one, and it will repay you many times the effort you put forth now.

In making a bed for perennial seed take precautions to protect the tiny shoots from the sun and hot winds. If you construct a lattice from ordinary plaster slats, placing them about two inches apart, and then set it over the bed, the danger of too much sun will be eliminated.

When you are ready to plant, sift the top layer of soil with fine screen. This will assure the seeds close contact with the soil, and result in speedy germination.

It will be necessary to watch the perennials more closely than you did your annuals last spring,

because they germinate more slowly. If your seed bed is kept sufficiently moist, little difficulty will be experienced.

What perennials to plant? You will have to be the judge, and your garden needs will provide the answer.

For the early summer display delphinium, pyrethrums, gailardias, sweet Williams, campanulas and foxgloves, as well as the lovely columbines should be planted. The hollyhocks and hardy phlox are best for mid-summer, and should not be neglected, as this season lacks something in color from the earlier summer, and you should provide a few annuals to supplement the perennials.

You seldom find Savoy cabbages in the market because they are poor keepers. Plant seed and raise at home; they are the highest quality table cabbages. You can tell them by their dark green crinkled leaves at once.

## CITY TO JOIN IN BIG SCALE OBSERVANCE OF SCHOOL WEEK; INTEREST OF PARENTS SOUGHT

Sierra Madre and the rest of the Nation will observe National Education Week, according to proclamation by President Franklin D. Roosevelt, during the week beginning November 9.

The Sierra Madre grammar school, as well as Woodrow Wilson Junior High, Pasadena Jaycee and schools everywhere, already are busy making plans for their observance of Education Week with special assemblies and other features.

Visiting the schools also will be especially stressed, offering the mothers and fathers an oppor-

tunity to see just what is being done in the schools for their young hopefuls.

Laying of the cornerstone of the new Horace Mann building at Pasadena Jaycee on November 10 will be one of the week's features. Although two of the Jaycee units are completed and being occupied and the auditorium of the Horace Mann building is progressing rapidly, there has been no official dedication of the reconstructed plant. The ceremony will take place in the afternoon with WPA officials and prominent educators on hand for the occasion.

## Fire Flames

By One of the Boys

LUCKY for the firemen that the "Popularity Contest" ended before Fire Prevention week started. The contest created so much interest that no one had time to think of fire prevention. And besides, it got so hot that fire could have started anytime. Pat West, however, was not alarmed. Even when his actors failed to show up at near starting time, Pat just said "Ya haff to get used to it."

Since Christmas is nearing and the "Big Party" is brought to mind, it might be a good idea to run a contest on who buys the most tickets. Or we might give a prize for the most sold by a fireman. At any rate, we want the party held as it is one of the outstanding good times of the year for all who attend.

Frank Hildebrandt got his dates mixed and appeared at the station last Friday evening. He was all dressed as a fireman and would not believe that it was the wrong Friday for a meeting. We expect to see him tonight.

Just why the Sierra Madre Minstrels did not sing their famous song at the recent Alhambra meeting has just been disclosed. So anxious was Assistant Chief Norris to "pull the thing off" in fine style that he gathered together his group of song crows long before starting time. Naturally the noise drew a crowd, but when some one asked, "What is it, a fight?" George decided that maybe the boys were not so good.

The nights are getting cold enough to light up the heaters. A thorough examination of the hose attachment should be made in search of leaks. Always turn the gas off at the wall or floor and NOT at the heater when turning the fire out. Be sure there are no dry vines accumulated over the chimney before lighting the fireplace. Many house fires are caused from the heating facilities in winter, so let's be careful.

## Polo Teams Clash In Rogers Tourney At Riviera Sunday

The Buddy Rogers Tournament which starts next Sunday afternoon at the Riviera Country Club will be the center of interest for sports fans of the film world. An exceptionally large crowd of celebrities is expected because of the keen rivalry between Walt Disney's galloping Mickey Mouse malleters and Paul Kelly's rough and tumble poloists.

In the game last Sunday Walt Disney's team put on an exhibition of fine polo, with Disney and Buddy Rogers each chalking up three goals in their conquest of Hoot Gibson's Colts.

As an added attraction Snowy Baker, polo maestro at Riviera, has promised a special card of jumping events. Egon Merz, who just returned from the Olympics in Berlin, will be entered. Dudley Clark is another rider who brings the galleries to their feet with his spectacular jumping. The preliminary ladies game starts at 1 o'clock each Sunday.

## A Little Comedy Is Written Into The Police Blotter

Refusing to identify herself other than as "a taxpayer," a woman phoned the police department on Monday "to complain bitterly about two large boys disturbing the neighborhood by playing ball in the street at Auburn and Laurel avenues," according to the police log sheet.

"She was very indignant that such a thing should be allowed, stating this was not the first time it had occurred," the report continues, the officer adding: "I grabbed the riot gun and rushed to the scene of the crime but the criminals had fled."

## "Cycle Train" Will Carry Bike Riders To Santa Barbara

With bicycle riding becoming constantly more popular, the first "Cycle Train" excursion of the Pacific Coast will be operated Sunday, October 11 by Southern Pacific Company, it was stated here today by G. W. Wetherby.

The cycle excursionists are to leave Los Angeles at 8:15 a.m. by special train and arrive in Santa Barbara at 11 a.m. An orchestra will be provided for dancing and other entertainment.

At Santa Barbara the bicycle enthusiasts will visit the Mission and ride through Montecito and other points of interest. Following the ride there will be a swimming party at the beach before the train starts on the return trip at 6 p.m.

### Hail! Hail!

"The gang's all here." What the — etc.

DID YOU EVER TRY A

## Sazarac Cocktail?

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## Sandwiches

OF ALL KINDS

They taste better with a cool, refreshing glass of beer.

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## WISTARIA GRILL

60 West Sierra Madre Blvd. (Opposite City Hall) Adam Hauck, Prop.

## 4-H Clubs Prize Winning Exhibit Is In San Diego Fair

Members of the Woodrow Wilson Junior High 4-H Club believe in doing things in a big way.

Not content with taking first and second prizes with their two booths at the Los Angeles County Fair, the youngsters entered their exhibits in the San Diego County Fair, which opened on Wednesday.

Lorne Pratt, "Norm" Jensen, Clay Reavis, Kathryn Norris and Bonita Williams are the local boys and girls who helped build the club's two winning booths, which show in miniature how a ranch and a room looks before and after boys and girls belong to the 4-H Club.

### PSYCHOLOGY CLASSES WILL BE CONTINUED

Mrs. Nancy Bowen, who for the past year has so successfully directed the classes in psychology at the local grammar school, has been appointed supervisor of adult education for the Monrovia High School District. In response to requests she will continue to conduct a class in practical psychology each Thursday morning from 9:30 to 11:30 a.m. in the north room of the Ivy Street school in Monrovia. Further information regarding the classes may be had by calling Miss Elizabeth Steinberger at the school here.

### BETHANY CLASS WILL HAVE A HOBO NIGHT

"Hobo night" will be the theme at the regular monthly party of Miss Johnson's Bible class at Bethany Hall next Tuesday night. The affair will get under way at 7:30 o'clock.

Mrs. S. O. Steinberger, who is in charge of the games, asks everyone to come dressed as a hobo.

The class is for the young married couples of the community, and any visitors and newcomers are cordially invited to attend.

### HABITS AND CARE OF BEES TO BE DEMONSTRATED HERE

Motion pictures showing the handling and culture of honeybees will take the place of the regular weekly meeting of the Sierra Madre Townsend Club next Monday night at the City Hall.

A talk on the behavior of honeybees will be given by Charles Kennard, for many years a professional apiarist.

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Mediterranean Cruises  
S. S. Statendam—February 6  
S. S. Vulcania—February 10

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# EXPOSED!

## A New Scheme to Raise Prices by Taxation

You would pay for the cleverly-disguised "Retail Store License"...in higher prices for foods and other necessities of life.

DON'T be fooled by Proposition #22 on your November ballot.

By name, it is made to sound like a simple store license. Actually, the public, as usual, will bear the whole burden—through the higher prices you will pay.

The measure proposes this: Charge individual stores \$1.00 a year for the right to do business. But tax chain stores \$500.00 for each store, over nine.

The "joker" in such taxes is exposed by the U. S. Federal Trade Commission, which says:

"If the ability to undersell, based on greater efficiency or on elimination of credit and delivery cost, is destroyed by taxation, it is the consuming public which will really pay the tax and not the chain."

Why? Because chain stores operate on a small profit. They eliminate middlemen's profits and unnecessary

in-between expenses. The savings they make are passed on to you in prices 10% below the average. The Harvard (University) Bureau of Business Research states these to be the facts.

Thus four out of five chain stores do not make enough profit to cover the tax. They must raise prices. And that means you will pay.

Some chains will be forced to close. Their competition gone, other stores will be free to boost their charges. And that means you will pay.

The tax is admittedly not for revenue purposes. It is a scheme to raise prices by taxation—to subsidize wasteful business methods at your expense.

If you agree that chain store competition helps to keep all prices reasonable—if you agree that taxes on foods and necessities are already high enough—vote NO and keep prices low.

For, stripped of its misleading name and its involved wording...22 is a tax on you—VOTE NO!

## 22 IS A TAX ON YOU—VOTE NO!

RETAIL STORE LICENSE		Referendum against act of Legislature (Chapter 849, Statutes 1935) requiring every person or organization owning, operating or controlling one or more stores, wherein merchandise is sold at retail, obtain annual State license; prescribing fifty cents application fee for each store and one dollar license fee for one store, increasing license fee progressively for second and additional stores to five hundred dollars for each store over nine; excepting filling stations, ice distributing establishments, restaurant facilities of common carriers, newspaper offices, stores wherein sales are incidental to rendering personal service, theatres and motion picture houses.	
22	YES		
	NO		X

CALIFORNIA CONSUMERS CONFERENCE

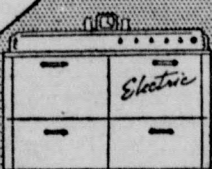
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SOUTHERN CALIFORNIA EDISON COMPANY LTD.





# SIERRA MADRE NEWS

## SIERRA MADRE, CALIF.

Published every Friday  
L. R. GOSHORN  
EDITOR AND PUBLISHER

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And because ye are sons, God hath sent the spirit of His Son into your hearts, crying, Abba, Father.—Gal. iv.6.

It is not enough patiently to submit, but we must thankfully receive and fully appropriate everything that, by the order of God's providence, happens to us.

—Wm. Law.

### GOOD SUGGESTIONS

This newspaper is in accord with some recommendations of the California Taxpayers Association has made to its membership with respect to several proposals that will appear on the November 3 ballot.

In a bulletin it has sent out it suggests defeat of Propositions Nos. 7, 8, 12, 13, 14, 23 and 24, and passage of Propositions 16, 19 and 20.

Proposition No. 7 would create mandatory civil service for all cities and counties in excess of 1,000 population. A vast amount of red tape and additional expense would result from the adoption of this measure; the home rule principle would be violated; government costs would be increased; the proposal as it is written is unsound and unwarrantable.

Proposition No. 8, would authorize the Legislature to provide for the registration of voters. The present provision providing for permanent registration of voters has proved a great convenience to the 70 to 94 per cent of all electors who use their right to vote and has resulted in economy in the costs of registration, saving California counties large sums of money.

Proposition No. 12, would create a court of criminal appeal, in addition to the present District Court of Appeal and the Supreme Court. The additional function of State government proposed in this measure would cost some \$200,000 a biennium; the small number of criminal appeals taken in the past six years leads to the conclusion that such a court is not needed; criminal appeals could be expedited by a simple change in the State law, without adding a new court with its unnecessary costs.

Proposition No. 13, would grant power of eminent domain to a State agency operating and expediting or fair for which aid has been granted by the constitution. It would greatly liberalize the power of eminent domain without setting up adequate safeguards to protect private property.

Proposition No. 14, would authorize consolidation of city and county governments in any county regardless of size. It would fix in the constitution a cumbersome and complicated machinery for consolidation and such consolidation should be brought about only by plans which consider needs and circumstances of each community. A Statewide formula cannot be made applicable.

Property No. 16, would authorize water and water conservation districts to acquire stock of corporations owning waters, water rights, etc., and would authorize a political subdivision to make temporary transfer of funds for debt payments. The law at present allows transfers for maintenance purposes. A "yes" vote is recommended.

Proposition No. 19, would authorize the Legislature to expend not in excess of \$10,000 for additional legislative printing, indexing, etc., after adjournment of legislative sessions. From past expenditure records, such additional sums seems necessary. A "yes" vote is recommended.

Proposition No. 20, would authorize cities and counties to contract with non-profit corporations for the management of publicly-owned museums or art galleries. The Metropolitan Museum of Art, in New York City, and the Chicago Institute of Art are examples of what can be done under such permissive authority.

Proposition No. 23, would change the name of the Railroad Commission to Public Service Commission and would eliminate the present six-year term of its members. The sponsors of this measure request that it be defeated.

Proposition No. 24, would permit governing boards of cities or counties to prepare and submit charters to the voters. At present a board of freeholders must be elected for this purpose and the city councils may submit amendments to existing charters, such amendments usually embodying a single idea which can be adopted or rejected on its merits irrespective of other considerations. With regard to complete charters, the safeguards of the present law, requiring the election of a board of freeholders, should be retained. A "no" vote is urged.

### The....

## Watch Tower

By Perley Poore Sherman

THIS is not only "Newspaper Week" (see front page); in certain circles it is also called "Church Week." Which strikes us as also something interesting and worth while to think about. Churches all over the world. All sorts. Whether you call them mosques or tabernacles, synagogues or temples. Or even pagan shrines. A worldwide evidence that in the heart of man there is a sort of incurable homesickness for a home he has never seen; or an innate knowledge that whoever he is or has been, no matter how degraded, he still has brilliant and powerful connections—"high-born kinsmen," as Poe called them—with whom he is free to commune.

WE ourselves have always been profoundly interested in churches. There was always something about them. Whatever sort they were. Or wherever they happened to be. Dried out and flimsy little old country churches in the pine-barrens of the South. The great Gothic masterpieces of Europe. The superlative new temples and cathedrals of New York and Los Angeles. Our own places of worship here in Sierra Madre. For all of them, to our way of thinking, show such a capacity in man, born of woman, to transcend his mere avoirdupois. As if the fact alone that we have churches—built for the most part by just ordinary sinners like ourselves—does prove our connection with, say, angels and archangels, or the King himself.

At least—perhaps we'd better say—these churches show that we, all of us, have a strong and manifest kinship with the saints and prophets—the knowers and showers of the Truth. This Truth, humanly considered, has always been that there is a beautiful and potent White Magic at work in this world. A magic self-declared in a myriad ways. In kindness. In poetry. In all the arts. In all the efforts to achieve art, no matter how futile or inadequate these efforts may appear. In every faintest response that man has been formulated as the Beautiful, the Good, and the True.

IN the introduction to his great "Life of St. Francis of Assisi," a book which we think almost everyone should read, Paul Sabatier poetically—and accurately—summarizes the Middle Ages as an organic period in the life of humanity. He personifies it. "Like all powerful organisms," he says, "the period began with a long and mysterious gestation; it had its youth, its manhood, its decrepitude. The end of the Twelfth Century and the beginning of the Thirteenth" (the time of St. Francis) "mark its full expansion; it is the twentieth year of life, with its poetry, its dreams, its enthusiasm, its generosity, its daring. Love overflowed with vigor; men everywhere had but one desire—to devote themselves to some great and holy cause. Curiously enough, though Europe was more parcelled out than ever, it felt a new thrill run through its entire extent. There was what we might call a state of European consciousness."

CHURCH WEEK. And we like to think that we're headed, in the long view, for the greater thrill that will come with what we might call a state of World Consciousness, of a This-and-a-Next-World Consciousness. Why not? All our little neighborhood churches—and our synagogues—here in Sierra Madre stand for that idea. All the temples of the world stand for that idea. And all that's best in your—and our—heart and brain. This last seems reminiscent of Emerson. Anyway, we mean it.

AND speaking of Emerson. Somewhere, he wrote: "Would that some charitable soul, after losing a great deal of time among the false books and alighting upon a few true ones which made him happy and wise, would name those which had been bridges or ships to carry him safely over dark morasses and barren seas into the heart of sacred cities into palaces and temples." Well, we've mentioned one: Sabatier's Life of St. Francis. It's in our Library. So are Emerson's Essays. There are a lot of books like that in our Library—Itself a temple, compact with White Magic enough to save the world.

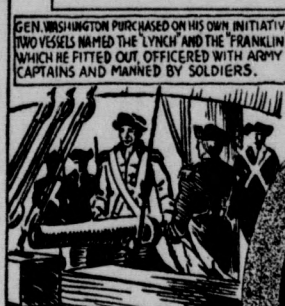
### BIRTHDAY GREETINGS...

THE NEWS extends birthday greetings and its best wishes this week to the following Sierra Madreans, whose birthdays are indicated.

E. D. Robertson	Oct. 10
Donald Hosford	Oct. 11
J. C. Dickson	Oct. 12
Win Bradley	Oct. 12
Jeanette Thayer	Oct. 12
Virginia Flather	Oct. 13
Thomas J. Roe	Oct. 13
Robert Hartman	Oct. 13
Ben Lyon	Oct. 13
Mrs. J. N. Sprague	Oct. 13
Frances Evans	Oct. 13
Arthur (Pat) West	Oct. 15
Mrs. Edith Parker	Oct. 15
Saeko Hohri	Oct. 16
C. M. Clark	Oct. 16
Russell Keene	Oct. 16
Clayton Noshier	Oct. 16
H. N. Tally	Oct. 16
Claire Langley	Oct. 16

## Stuff'n Dates

by Ned Moore



## THE ARMY MANNED THE FIRST SHIPS OF THE AMERICAN NAVY

WHEN CONTINENTAL CONGRESS WAS MEETING IN PHILADELPHIA OCTOBER 1775 IT RECEIVED THE NEWS THAT TWO ENGLISH BRIGS WERE SAILING FROM ENGLAND TO QUEBEC LOADED WITH MUNITIONS AS THE COLONIES HAD NEITHER STORES OF POWDER NOR SHOT NOR THE FACILITIES TO MAKE THEM. CONGRESS ORDERED WASHINGTON TO ASK THE MASSACHUSETTS COUNCIL FOR TWO ARMED VESSELS HAVE THEM MANUED AND ATTACHED TO THE FLEET. THE POWDER-LADEN BRITISH BRIGS, BY NOVEMBER 1<sup>st</sup> FOUR PROMISED VESSELS SAILED THE FLEET THE LEE WARDEN AND LAW MESSING. THE LAD WASHINGTON WAS CAPTURED BY THE ENEMY 12 DECEMBER 7<sup>th</sup>. ON DECEMBER 31<sup>st</sup> 1775 ESKER HOPKINS, WHO HAD BEEN APPOINTED THE FIRST AND ONLY COMMANDER-IN-CHIEF OF THE NAVY OF CONGRESS FLEET, ASSUMED COMMAND OF THE SQUADRON.



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### A STORY WITH A MORAL

We once knew a man who was too stingy to take the newspaper in his home town and always sent over to borrow his neighbor's paper.

One evening he sent his son over to borrow the paper, and while his son was on his way he ran into a large swarm of bees and in a few minutes his face looked like a summer squash.

Hearing the agonized cries of his son, the father ran to his assistance, and in doing so ran into a barbed wire fence, cutting a handful of flesh from his anatomy and ruining a \$4 pair of pants. The old cow took advantage of the hole in the fence, got into the corn field and killed herself eating green corn. Hearing the racket, the farmer's wife ran out of the house, upsetting a four-gallon churn full of cream into a basket of kittens and killed the whole flock. She slipped on the cream and fell downstairs, breaking her leg and a \$19 set of false teeth. The baby, left alone, crawled through the cream into the parlor and ruined a \$40 carpet. During the excitement, the daughter eloped with the hired man and took all the family's savings with her.

The moral is that every man should be a subscriber to his home town paper. The Tunkhannock (Pennsylvania) Republican and New Age of August 17, 1916.

## STEINBERGER SENSES SOURCE OF REAL DRAMA AND ROMANCE

By S. O. Steinberger

KANSAS in 1890 was pretty much frontier and as always on any frontier, people were like one big family. Every little incident was a community affair. Thus when Mr. and Mrs. James H. Davis became the proud parents of a baby boy every one was jubilant, and the weekly newspaper which was the little town's latest asset did some chiding of its most prominent young citizen.

Years passed as they have a habit of doing regardless, and during the interim Mr. Davis grew even more prosperous, putting his money back into real estate as fast as he made it. However, not many years after young Jimmy was born, his mother took pneumonia and died, leaving but one child.

In the year 1905, Davis Sr., married a second time, and to this union was born three children. Jimmie Davis did not get along so well with his stepmother, so in order to avoid complications he moved to another town, where he resided until the World War came along when he enlisted and went to France.

In making his will, Davis Sr., left much of his great fortune in real-estate to his son Jimmie.

Then in 1918, while young Jimmie was in France, a tornado crossed the state of Kansas just missing the large home estate of the Davis family but almost completely destroying the business part of the little town, where Davis, Sr., was at work in his office.

About the time the old gentleman died Jimmie was reported missing in action. After months in a French hospital, pre-maturely gray and his health gone, young Jimmie was sent back to his states, where he immediately returned to his home.

## BIG NEED OF THE HOMETOWN SHOWN BY HARRY BOWLING

By Harry Bowling

IN considering the celebration of Newspaper Week one is apt to think of it first in terms of the metropolitan newspaper. And in doing so would be placing the emphasis on the wrong end of the horn. The small end of the horn is where you start the tune.

While the big city daily is the magna vox that sends the big events circling around the globe, while it has an influence on shaping National and international policies denied to the limited patronage of the small town weekly, the resident of the small town is as much in need of the little home paper as the dweller in populous centers is in need of the all embracing metropolitan journal.

News interest, like charity, begins at home. And to most of the little people who make up the

sum of what we call civilized society, what the Joneses are doing to get damages for their wrecked car is more important than the story of a storm in China that wiped out a whole community. The Joneses are our flesh and blood neighbors while those thousands of dead Chinese are no more than figures in a moving picture.

To paraphrase Lincoln one might say that God must have loved the small town newspapers because he made so many of them. And he must know that they need his care more than the big National journals that are generally better fitted to take care of themselves. At any rate we can hardly imagine a representative Newspaper Week that did not give due emphasis to the scattered seed from which the journalistic giants get their first growth.

### WHY BENEFITS?

By Pat West

The easiest way to raise funds for any worthy purpose such as sufferers from a calamity—fire or flood, or helping some needy family in distress, is to run a benefit. The first thing to do is get all the actors together "for free," as we say. The general opinion seems to be that what ever talent the actor may have

costs them nothing so why shouldn't they give it away for nothing. They ask the actor to do his stunt for no pay but they wouldn't think of asking a tailor to make a free suit for a beneficiary.

I have probably staged and played as many if not more benefits than anyone I know and often have been asked why I do it. First of all I think I know the meaning of the word Charity as well as anybody in the world.

## Gaddin' Around

with BILL PEET

"YES, I've been in Sierra Madre several times and it reminds me a whole lot of the place where I was born, Norwich, Connecticut," a Pasadena merchant remarked during a conversation.

I told the man I had lived in Norwich and worked on a newspaper there when I was only a kid, but as I recalled that Connecticut city of 10,000 persons, I could not see the similarity.

"If you ever worked there you know what the city of Norwich is called don't you?" he inquired.

Then it all came back in a flash—"Sure," I replied, "the Rose City of New England."

"That's right and why?"

Then he proceeded to refresh my memory—"In June when its rose time you saw beautiful roses in full bloom on every lawn and even down the sidewalk—Norwich people took tremendous pride in growing roses and every home owner had 'em. Nobody was so poor that he could not grow roses."

"Sierra Madre, however, has a great advantage over Norwich," the Pasadena continued—"it does not have to confine its flower growing to one month in the year. Your Sierra Madre people can, and do, raise flowers 365 days in the year and that's why I always enjoy a trip to Sierra Madre."

Very flattering I thought, but the fact remains that everybody in Sierra Madre does not grow flowers, and there are not numbers of ugly vacant lots that belong to somebody and could be brightened up considerably if flowers were raised.

Hollywood greats and near greats obtained by Pat West and who appeared in the Vets' vaudeville show last Saturday caused quite a bit of excitement in this town "where nothing ever happens." Most of the actors are old timers, who have forsaken the stage for the screen, and they love an appreciative audience something that is denied them in the films.

They put all they had into their acts at the school auditorium and admitted that they were thrilled with the appreciation shown by the local audience in the way of applause.

In fact the performers who staged such a fine show are all anxious to come back again.

Credit goes to publicity sent out by the Republican National committee press bureau of Chicago for the following:

Knock, Knock!  
Who's there?  
F. D. R.  
F. D. R. who?  
F. D. R. sensible, they'll vote for Landon.

### TOWN PICKUPS

Harold Roberts admits that the popularity gal contest helped his business. "Special Delivery," his dependable hack or "pudding jumper," as Pat West calls it, ran out of gas in Monrovia recently—but, stopped dead, in front of a filling station. Before administering gas, the young man looked into the tank and exclaimed, "I see a couple of ants crawling around the bottom." Wonder how many miles I had traveled without gas. . . . Young Mr. Brain who plays for the Sierra Madre Merchants baseball team is the son of the late Jack Brain, who formerly was a catcher for the Pittsburgh Pirates. One of our postmen going his rounds emitted this squawk: "Just one radio on my route broadcasting the world series, and it was owned by a woman too—I could have kissed her." . . . Sierra Madreans, the majority of them, pulled for the Yankees to beat the Giants. Sorry to hear that Dixie Gomez is leaving the city "Is it true what they say about Dixie?" that she's a good business woman. You bet it is? . . . Alfred James Dewey, the artist, who designed the 1937 Sierra Madre float has another surprise in store for the townsfolk. It's a bit of a secret, but you'll know all about it in time.

Most everybody here visited the big fair at Pomona and all agreed that it was the best one yet. ADIOS . . . see you all next week.

I owe a great deal to Charity as I spent ten years of my young life in an orphan asylum with my younger brother and two sisters. I do like to help out a person in need or a worthy cause and when they ask me to play a benefit I get a great kick out of trying to pay back some of the good things in life given to me.

Of course the movie stars are pestered to death with requests for appearances of all sorts and I can't blame them for refusing most of them, but I do think that when they give their word that they will appear they should do so. It's just as easy to say "no" as "yes" and will tend to create a better impression of the profession in general.

So far this year I've played over a hundred benefits in all sorts of places—churches, school rooms, playgrounds and even polite ballrooms, as it were. The spirit of fun behind the stage at a public benefit by the actors is really wonderful. They are enthusiastic, carefree and even though some of them may be hungry they are happy in the thought of doing good for the cause in behalf to which they give their services. That seems to be the uppermost thought in the minds of all the actors I ever knew. God bless them.



Transcontinental touring reached new heights of popularity the past summer, not only via rail, stage, air and steamer lanes, but especially over trunk highways that have been greatly improved within the past few years. Motor tourists from other states and countries streamed into California in unprecedented numbers. Well over half a million out-of-state motor tourists entered California during May, June, July and August, a 20 per cent actual gain over the previous summer. During the first eight months of the year 756,810 out-of-state motor tourists entered this State, an increase of 28.5 per cent over the same period a year ago, according to the official border checks.

Asserting that the proposed retail store license would "have a detrimental effect on the ad valorem taxpayer and would be harmful to real estate interests in general" the Los Angeles Realty Board on October 1 went on record as opposed to the measure, which is Proposition 22 on the November ballot. The board of directors unanimously condemned the measure.

The machine age makes more jobs—it doesn't mean unemployment, is the claim of H. L. Walker, employment analyst of the California State Employment Service in Los Angeles, who says: "Only ten per cent of the two and a half million workers in California are employed in the manufacturing industry. The average for the nation is 15 per cent. The rest work in trade, business, professions, agriculture, transportation, government and other fields."

Twenty-nine per cent of the drivers in automobile accidents are less than 24 years old.

Warning that California's proposed Retail Store License Tax (special chain store tax) is a blow at the wage earner and consumer, a slap at business, and is also unfair legislation, the California State Junior Chamber of Commerce this week went on record urging defeat of "proposition 22" as the measure is known on the November 3 ballot. Unanimous action condemning the tax was taken at the organization's annual convention in Del Monte. Recommendation for the proposal's defeat followed a similar action some weeks earlier by the California State Chamber of Commerce.

A proposition to divert gasoline tax money for purposes other than highway uses was decisively defeated by the electorate of Maine in their recent election.

California business gains during the first eight months of this year, as reflected by major business indices, indicate that 1936, as a whole, will be better than last year, according to a report just issued by the Research Department of the California State Chamber of Commerce. Comparison with corresponding indices for the United States further shows that the improvement in California to date has been greater than for the Nation, as a whole.

A recent survey made in Philadelphia sets the average traffic accident cost at \$55 for hospital bill and \$27 for the doctor's bill in addition to fifteen and one-half days in the hospital and more days at home without work.

Traveling almost 10,000 miles from opposite points of the globe, two new coeds, Miss Sarah Chang, petite Chinese girl from Foochow, and Miss Jean Hall, whose home is in the Canal Zone, have just enrolled as freshmen at the University of Southern California.

Representing all the major continents of the world and more than 24 countries, new Trojan scholars hailed from India, Canada, Austria, Hawaii, England, Brazil, Honduras, Russia, Guatemala, Norway, Mexico, Japan and the Belgian Congo. Others claim Bolivia, Italy, Panama, France, the Philippines, Monaco, El Salvador, Puerto Rico, the Netherlands, and Armenia as their native land.

With the exception of Iowa, Kentucky, Mississippi, Nevada, North Carolina and North and South Dakota, every state in the Union, and the District of Columbia, reported a July increase from 3 to 48 per cent in new passenger car registrations over July of last year.

Discovery, Alfred Gwynan Vanderbilt's turf champion, will be back for the 1396-37 meet at Santa Anita, according to Dr. C. H. Strub, general manager of the Arcadia track. Strub also revealed that Rosemont and the Foxcatcher Farms entire stable will be here, as well as the stables of C. V. and J. H. Whitney.

The 25th birthday anniversary of the first feature length motion picture ever made, "A Tale of Two Cities," was Wednesday, September 23. The picture cost but \$15,000, including the salaries of the cast. Maurice Costello, Florence Turner and Norma Talmadge had the leading roles.

Per capita cost of general city operations for each man, woman and child in Pasadena, based on an estimated population of 80,973, will be \$19.10 for 1936-37. Last year's per capita cost was \$18.37.

"Fascist, Leftist, Nazi, Soviet, etc.," says Jesse Kirby "are all names of political parties, the same as Democrat or Republican . . . for instance Nazi, the name of the ruling party in Germany, is simply a derivative, of two words Nationalist-Socialist and given an arbitrary meaning."

"In Italy the term Fascist is derived from the Latin word 'Fascia' (pronounced—Fashia) meaning 'group.' Fascista (pronounced Fashista) is plural, meaning several groups. And we find that the Fascist National emblem is a reproduction of a sheaf of wheat, bound together, with appropriate descriptive words."

"In Russian the term Soviet, translated, means 'United.' Simple, is it not?" asks Kirby. But what dynamite is concealed in the designations.

The All-Year Club has announced inauguration of a merchandising follow-up service, designed to further increase the effectiveness of their national newspaper and magazine campaigns, and to combat the aggressive and heavily financed efforts which other areas are making to capture the tourist business.

"While the All-Year Club campaigns to date have demonstrated a return to the community of \$40 in tourist expenditures here for every \$1 invested in advertising, competitive areas, both foreign and United States, have forced us to establish even a closer alliance with travel bureaus in all parts of the country," said Don Thomas, managing director of the organization.

The "Children's Menu," low priced meal service for boys and girls, is the latest innovation announced by the Southern Pacific railroad. Easily assimilated foods are prepared for the little folk who will not be asked to sit idly by while their parents order full course meals. The menu is illustrated in the manner of Mother Goose.

The prosperous town of Hughson, Stanislaus county, is in the limelight as the winner of the silver trophy and the title as California's most civic-minded community. A large silver cup was offered by the Statewide Committee to the city or town carrying out the most effective campaign of citizenship education. Women's clubs, chambers of commerce, civic and fraternal organizations totaling more than 2700 participated in the contest. The women of Hughson carried out such a vigorous and effective program of arousing interest in civic and governmental affairs among the citizens that the Statewide Committee scored Hughson the highest in the State, and on Wednesday evening, September 16, awarded the trophy to Hughson.

"Bulls and Bears," a term used in the stock market, originated in the Mother Lode country as the result of fights staged between bulls and bears on which miners staked their last ounce of gold. This fact was unearthed by researchers in compiling information for the American Guide. Columbia, California, which has grown into a bustling city of 6,000 inhabitants in the early 50's had an arena where such combats were staged. Horace Greeley in his New York paper described a bull and bear fight there, featuring the gambling spirit of the miners. Some placed their gold on the bull; others bet on the bear. The story caught the fancy of Wall Street stock brokers, and they adopted it.

Grizzly bears of the Mother Lode country were monstrous, some being 11 feet long. They sold for bull fighting purposes for as high as \$4,000. What is believed to have been the most spectacular bear and bull fight was held at Jackson in 1854. To advertise the event a magnificent bull was put in the arena. Miners drew their revolvers and demanded that the bull be pitted against the bear.

This bull was then entered and at once charged the bear. The grizzly ripped and tore it so viciously the bull quit the fight, leaped the stockade and started down the main street of the town. On its way it spied a store where red flannel shirts worn by miners of that time were placed on display in the window. The bull charged in them, crashed through the window and completely demolished the store.

Next it spied a drug store which had in the windows, bottles of red liquid. He paused to wreck these, also. The bull was finally lassoed by its Mexican owner after demolishing a portion of the town's business district and injuring several persons.

**Father Sage Says:**  
Nothing keeps us down like our own ignorance, laziness and folly.



## Grand View Tunnel Ready For Water

Huge Metropolitan Conduit Here Will Be Filled For Test Next Week

Sierra Madre's Grand View avenue tunnel isn't hooked up with the Metropolitan Water District aqueduct yet, but it's going to start filling up with water next week!

This was the startling information reported yesterday by Construction Superintendent Ed Shea.

The 6700-foot bore won't fill up overnight, however, or several days, nor with water from Hoover dam, because the water will be coming in through a 2-inch hose line hooked onto a fire hydrant of the Sierra Madre water system.

In short, the tunnel is going to get its first "test" next week.

After the last "guniting" and grouting is finished and the major debris is cleared out, bulkheads will be installed at both ends of the bore—and the water turned on.

Inasmuch as the east end of the tunnel is 100 feet lower than the west end, a steel bulkhead will be built up against the west end, which is not yet open. At the same time the excavation just east of Mountain Trail avenue will be filled in.

Then, after the bore is flooded and the water released out a flood-gate at the east end, the engineers will give it a thorough checking over—and the job will be finished, just a few weeks over a year since the day trip-hammers started pounding into the ground at Mountain Trail and Grand View avenues.

## Famed Musicians To Appear At Crown City's Auditorium

Five internationally famous artists are scheduled for appearance at the Pasadena Civic Auditorium during the coming season. Kirsten Flagstad, noted Metropolitan opera star, will inaugurate the course by her highly anticipated concert on October 30th.

Others included in the five star group include: Fritz Kreisler, famous violinist, November 20; Sergei Rachmaninoff, pianist-composer, February 1. The final two events will include: Richard Crooks, Metropolitan tenor, and John Charles Thomas, the aristocrat of baritone, February 11th and April 6th.

## Operatic Star Tests New Organ



Gladys Swarthout loans her golden voice in a try-out of an unusual new electric instrument presented to the famous Hollywood Bowl by the Eastern Sunrise Service committee. Invented by Laurens Hammond, the console of the electric organ is only the size of a spinnet and is not connected to any pipes, reeds or air pressure system. Its power cabinets are distributed around the shell of the bowl, allowing perfect acoustics and providing an infinite number of organ combinations. The test was made as a preliminary to the dedication ceremonies to be held Sunday afternoon at 4 p. m. at which time the massed choruses of the Southern California Festival choir and the Lutheran Choral Union of Southern California will appear. Admission is free and gates open at 3:15.

## NEW BOOKS AT LIBRARY RUN WIDE GAMUT OF INTEREST

Whether you're a Wodehouse fan, ready to pounce on his latest opus, "Young Man in Spats," or whether you fancy something more substantial, such as Peattie's "American Acres," you're bound to find several interesting volumes among the new books just added to the shelves at the Sierra Madre Public Library.

The new fiction includes Olive Field, Bates; Young Man in Spats, Wodehouse; Morningside Heights, Woolford; Lovely Journey, Fox; American Acres, Peattie; Choose a Bright Morning, Bernstein; All the Young Men, La Farge; and Sixth of October, Hichens.

Non-fiction includes The Last Express, Vane; Psychology and Modern Problems, Guisberg; Meet the Japanese, Phillips; Will Rogers, O'Brien; Book of Furniture and Decoration, Aronson; Symphonic Masterpieces, Downes; Famous American Duels, Seitz; Constructive Letting, Streeter, and Craft of Hand Made Rugs, Hicks.

During September 3754 adult and 662 juvenile books were circulated, Miss Lulu Moore's report shows. Library patrons read exactly twice as many fiction as non-fiction books.

A total of 39 new borrowers' privileges were issued.

## COURTS AT CITY PARK WIN APPROVAL OF NOVICES BUT NOT OF TENNIS EXPERTS

There seems to be a difference of opinion over the playing qualities of the recently re-surfaced tennis courts at the city park.

One faction, including several members of the Sierra Madre Tennis Club, asserts that the surface of the courts is so rough as to make playing on them a pronounced chore. They say the surface wears out shoes and balls so fast that many of the players feel they can't afford to play; also that it is impossible to get clubs from neighboring communities to play here because of the unsatisfactory condition of the Sierra Madre courts.

Another faction prefers a "slow" court and is therefore non-committal on the subject. It is even whispered these older players like the new courts because they give them a better chance against younger and faster players.

To date neither the Tennis

Club nor the recently created rules committee, a quasi-official body which looks after enforcement of playing regulations at the courts, has seen fit to present their grievances to the City Council or any other city officers.

Shortly after the courts were re-opened, tennis players agreed to try out the courts for a period of 30 days, after which they would make some report to the city. Whether they will do this, now that many of the players feel the courts are not all they should be, remains to be seen.

The contractor, meanwhile, has guaranteed to make the courts satisfactory to the city, contending that what is complained of now as a "rough" surface will soon become a desirably "smooth" surface if the courts are used regularly for a short period and that a court finished smooth, would become glossy and impossible for amateurs to play on.

## Insurance Firms Outspend New Deal Kiwanians Are Told

More money was paid out by life insurance companies during the depression than the New Deal paid out for "relief," Carl G. Moore of Pasadena told Kiwanians at their regular weekly meeting Tuesday noon.

Moore, introduced by Dr. J. E. Gossard, addressed the club on the value of old age insurance and annuities.

P. J. Simmons of Monrovia announced that the Friendly Indians, local boys group, will be entertained at a dinner in the Arcadia Community Church next Monday. Sponsored by the YMCA, at 6:30 p.m.

Arthur Pritchard, Jr., son of Rev. A. O. Pritchard, was introduced. Young Pritchard, affiliated with the United States Department of Agriculture, stopped off briefly in Sierra Madre on his way from Washington, D. C., to Berkeley. He will enter the new office opened by the government in the northern city under its soil erosion plan.

Victor Teeney, San Gabriel Valley Scout executive, spoke on boys work, calling attention to the fact that the Boy Scout movement enlists boys of more than 12 years while YMCAs are operated primarily to serve boys less than 12.

Charley Klunk won this week's attendance prize.

## Concert Featuring Philharmonic Group

Arrangements are being made for a concert tentatively set for October 23rd, which will be given by the Philharmonic group of Sierra Madre for the Philharmonic continuance fund. This concert will be sponsored by the Sierra Madre Woman's Club and will be held in the clubhouse. A reception and refreshments will follow the concert. Several outstanding artists in this organization, from Los Angeles will appear.

## TALENTED NEWCOMER IS HONORED AT PICNIC

In honor of Alfred Kastner, celebrated harpist and member of the Los Angeles Philharmonic orchestra, Miss Yvonne Black served a picnic luncheon under the live oaks at 481 Woodland Drive Sunday afternoon. Everyone present thoroughly enjoyed the renditions of Mr. Kastner and Miss Lalla Fagge, well known violinist now residing in Sierra Madre. Little Miss Jean Vieira played several numbers on the harp which greatly pleased the audience.

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## Art Exhibitors Become Familiar To Sierra Madreans

The Little Gallery is showing off an excellent group of pictures from the California state fair. As usual most of the prizes were won by artists of the Southland.

Most of us are becoming acquainted with the styles of the various artists whose works come to Sierra Madre, and some of the visitors stepped up to familiar pictures as if they were greeting good friends. That makes us feel that the Little Gallery is doing a job.

Next month the Little Gallery plans to show a super attraction. Vernon J. Morse.

## SIERRA MADRE WOMEN AT A NEWS REUNION

Another monthly luncheon of former Los Angeles newspaperwomen was enjoyed on Saturday by the Misses Rosalie Curtis and Mildred Bolms of West Mira Monte avenue at the picturesque Poppy Trail Studio with the founder, Mrs. Evelyn White Biting presiding.

The guest of honor, Ben Arid, of publishing and poetical fame, set the ball rolling with a group of inimitable stories, which were followed by each guest giving a short personal sketch of her experiences during the last five years. They were as glowing as the yellow candles and numerous favors.

## LU NAU BAND COMING TO SWING CLUB DANCE

Resuming their regular Saturday night dances, interrupted last week because of the VFW vaudeville show, members of the Sierra Madre Swing Club will dance to the music of the Lu Nau band at the Woman's clubhouse tomorrow night. The Nau's aggregation, which hails from Alhambra, is noted for its "hot" swing rhythms.

## MISS STEVENSON'S PARTY HAS ARRIVED IN LONDON

Word has been received from Mrs. Laura Stevenson, who spent the summer here with her daughter, Mrs. H. Randolph Wood, and sister, Miss Daisy Hawks, that she arrived in London last week with six students enroute to her school for girls in Florence, Italy. Her ship was in the recent storm on the Atlantic and the crossing was anything but pleasant. Mrs. Lola Borradaile is accompanying Mrs. Stevenson on the trip to Italy.

## WOMAN'S GUILD TO MEET

The Woman's Guild of the Church of the Ascension will meet today in the Parish House at 2:30 p.m.

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Clock, which we are giving you free, turns the oven burner on and off at any time previously selected by you.

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## Merchants Ball Team Closes Season

Club Won 13 Out Of 23 Games—Will Reorganize, Change Name for 1937

The Sierra Madre Merchants baseball team has just ended a most successful season and is looking ahead to next year with considerable optimism. At a club meeting recently, it was voted to reorganize, elect officers and change the name of the team for the 1937 season.

Tonight a roller skating party will be staged by the players in Pasadena to be followed by others and from the proceeds dances will be held during the winter, to raise funds for equipment and other paraphernalia.

The club gave the merchants who so loyally helped them this year, a vote of thanks, but decided to finance their own organization and to bring to Sierra Madre the strongest teams obtainable next year.

Out of a total of 22 games during the season the Merchants won 13 and dropped nine. Emile Smith, Merchants mentor, yesterday summarized the storekeepers' batting averages for the year. They are:

Adams, .396; R. Lalone, .333; Smith, .333; Perry, .300; F. Lalone, .294; E. Lalone, .258; Harkness, .254; Sullivan, .250; Foss, .233; Marsh, .202; Brain, .194; Sanchez, .189; Kiggins, .156, and Pratt .105.

Highlight of the season, Smith said, so far as the club is concerned, was the game with the RKO outfit. The Merchants nosed out the screenlanders, 2-1, Kiggins pitching.

Asking all players to turn in their jerseys, Smith expressed thanks "to merchants for their support in making the season a success."

"I also want to thank Hall Perry, who made up the schedule of visiting teams, and the scorekeepers, umpires and ground workers," he said.

## New Freight Rates Will Save Citrus Growers Millions

The new \$1.35 per hundred citrus freight rate, saving millions of dollars yearly to Southern California growers, goes into effect November 6, California Fruit Growers Exchange announced yesterday. The new rate will replace the \$1.43 per hundred emergency rate and the previous permanent rate of \$1.55.

Freight costs per box to Midwest and Eastern markets will be \$1.05 on oranges, \$1.13 on lemons and 92 cents on grapefruit. The rate, recently agreed to by the railroads, has not been approved by the Interstate Commerce Commission.

## Playhouse Players Honor Selwyn Myers On His Birthday

A quiet midnight supper-party followed the West Coast premier of "The Wind and The Rain," current Pasadena Playhouse show, served to usher in the birthday of Selwyn Myers, son of City Business Manager and Mrs. Al S. Myers, early Tuesday morning.

Young Myers and Frances Reid, petite star of the show, were entertained at the fashionable San Rafael residence of "Wilma," costume director at Gilmore Brown's "big" little theatre.

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## BEAUTIES TO GO ON PARADE



Some of Southern California's prettiest girls will serve as "living decorations" for electrical floats of "Light on Parade," street spectacle of the "Boulder Power Inaugural," the night of October 9 in Los Angeles. Left to right, in a setting of glittering beauty, Venice Lloyd, queen of the float, and Sally Wadsworth, of the court of honor.

## ELEVEN SIERRA MADRE BOYS MAKE WILSON'S FOOTBALL TEAM

Opening the 1936 junior high school pigskin schedule, Woodrow Wilson faces Elliot on the Wilson field Thursday, October 15. The schedule will run for five weeks, bringing the season to a close November 12.

Wilson's material is expected to include several speedy boys and probably much weight on the "A" or senior team.

The junior high's pigskin packers this year include 11 Sierra Madre boys. Five are on the senior team: Bill Van Meter,

Gale Hersey, Norman Jensen, Arthur Lorenzini and Ed Price. Six are on the intermediate team: Junior Young, Phillip Kohl, Sammy Embree, Yoshi Umekubo, John Ashmore and Jack Daugherty.

The complete schedule and assignment of officials follows: October — 15 Elliot at Wilson (Turner, Horton); October 22 — Wilson at McKinley (Haworth, Sharpe); October 29 — Wilson at Washington (Davis, Elliott); November 5 — Marshall at Wilson

## Jaysee Students To Stage A Pageant In The Rose Bowl

A 50-unit pageant and parade, staged by the Jaysee student body and alumni association and commemorating the 50 years of Pasadena's civic history, will precede the annual homecoming football game of Pasadena Jaysee against Long Beach Jaysee at the Rose Bowl Friday evening, October 23. Each of the 50 entries will represent a year in Pasadena history, and the outstanding school and civic event of each year will be depicted.

## Masons Here Will Entertain Arcadia Lodge And Friends

Sierra Madre Masons will entertain Arcadia Masons, their families and friend at a "jubilee supper" tonight at the local Lodge on East Sierra Madre Blvd.

The event will celebrate the successful climax of the Arcadia Lodges recent subscription drive for funds for the new building to be erected on South Santa Anita avenue.

Ladies of the Eastern Star will serve the dinner at 6:30 o'clock preceding the regular business meeting. During the session the women folk will play bridge.

Headlining the evening's entertainment program is a nationally known fencing team from the Pasadena Community Playhouse.

## EVERY SCHOOL BUS WILL BE INSPECTED

Complete inspection of the 2100 California school buses, which daily carry 70,000 school children to and from their homes, as well as examination of their drivers, has been undertaken by the California Highway Patrol and is to be finished by November 1.

This huge task is being undertaken by a small sized army of State traffic officers throughout the State and includes 32 items varying from lights, brakes, safety glass, maximum carrying capacity of busses, emergency exits and exhaust pipes.

## NEW SUBDIVISION NEAR CITY PLANNED

Plans for a new subdivision, consisting of 15 lots on the east side of Sierra Madre boulevard between Del Vina and Paloma streets in East Pasadena, are now under consideration by the Pasadena planning commission. The property faces the north and south section of the boulevard just west of Eaton Wash.

## St. Louis Woman Here To See Ill Brother, Dies

A sister who came all the way from St. Louis to California to see her brother, a Sierra Madrean seriously ill in a Pasadena hospital, died Monday night of cerebral hemorrhage, only a few days after she arrived here.

The brother is Edmund Adams, of 44 West Carter avenue. The sister was Mrs. Sally Adams Bagnell, wealthy and prominent St. Louis resident.

Early Monday night the fire department inhalator was summoned to Mrs. Bagnell's room at the Huntington Hotel, after she was stricken suddenly by a cerebral hemorrhage. Her condition becoming worse, an ambulance was called and she was on her way to the hospital when she died.

It was to be with her brother, Mr. Adams, that Mrs. Bagnell made the trip to Pasadena.

## POPULAR FILMS AT ARCADIA'S THEATRE

"Mary of Scotland," with Katharine Hepburn, Frederic March, Florence Eldridge, Ian Keith and Moroni Olsen, plus "M'liss," starring Anne Shirley and John Beal, closes tomorrow night at Gillette's Arcadia Theatre.

Opening Sunday and playing through Tuesday is "We Went to College," with Charles Butterworth, Walter Abel, Hugh Herbert and Una Merkel, and "Public Enemy's Wife," featuring Pat O'Brien and Margaret Lindsay.

Warner Oland in "Charlie Chan at the Racetrack," together with "Border Flight," starring Frances Farmer and John Howard, is playing at the Arcadia Wednesday and Thursday.

## AVOCADO GROWERS CUT \$52,000 MELON

An unexpected large "cooperative marketing dividend" of \$52,000 is being disbursed this week to local and other Southern California Calavo-avocado growers. This is the final dividend of the 1936 season, which closed September 30. With the disbursement a grand total of \$94,000, or 51 cents per field box, will have been netted by growers this season, entirely in addition to the regular fruit pool payments.

The final dividend is being made at this time on all deliveries to and including August. September deliveries will be made along with final payments on that pool.

## CANYON SWIMMING POOL TO STAY OPEN

Just because school has started and October is already under way doesn't mean Sierra Madre boys and girls will have to forego summer pastimes entirely. Not if Jim Hecsey has anything to say about it.

In response to queries about the Canyon Park pool, he announced yesterday that the ole swimmin' hole will remain open for at least two more weeks.

So get out your suits, kids, and "come on in" tomorrow or Sunday. Jim'll be glad to see you.

★ ★ ★  
**THE EVENT YOU HAVE BEEN WAITING FOR!**  
★ ★ ★  
**REXALL**  
★ ★ ★  
**ORIGINAL RADIO ONE CENT SALE**  
★ ★ ★  
**LISTEN TO THE RADIO BROADCAST. LEARN WHAT YOUR PENNIES WILL DO.**

**4 Big Days**  
October 14, 15, 16, 17

**Hartman & Son**  
**DRUGS**

SAVE WITH SAFETY at  
**The Rexall Drug Store**

## The Altadena Pines

**Luncheons**

40 cents 50 cents

**Dinners**

50 cents 65 cents 75 cents 85 cents \$1.00

VISIT OUR  
COCKTAIL LOUNGE

SPECIAL ATTENTION TO  
PRIVATE PARTIES

**1563 N. Lake Ave.**

HENRY LANNAN, Jr., Manager

Phone STerling 4476

## Sponsors For Playhouse Are Sought

Childrens Drama Guild Wants Patrons For Its Proposed Little Theatre

Marjorie Royce delighted her Guild audience with an impromptu program at last Saturday's meeting. Pantomime was the medium of self-expression chosen for this original half hour. Marjorie gave brief sketches which were carried out in a very refreshing manner by the children who were chosen to take part.

The second half of the program was composed of monologues, dances, and songs under the direction of Margaret Adwell and Mary Lou Lovejoy. Children who participated besides being Guild members were pupils of Prof. Ivan Karaloff, Gladys Sanders and Katharine Wissler. Howard De Winstanley won first honors.

After discussion the Guild decided to search for patrons and patronesses who after the manner of the Pasadena Community Playhouse, will help support the little theatre.

Investigation is under way to determine the cost of building a stage which will be the first step toward realizing the Cinderella dream. Cinderella will gladly accept a fairy god mother or god father, pumpkin coach and all.

## NEW TAP INSTRUCTOR FOR DANCE ACADEMY

Miss Rose Faith Baldwin of Los Angeles is the latest addition to the staff of teachers at the Sierra Madre Academy of the Dance, on Windsor Lane. Miss Bowden has been an instructor in tap dancing at the Meglin Studio in Los Angeles and has made numerous public appearances in that city. Her affiliation with Professor Ivan Karaloff at the local studio offers an exceptional advantage for tap dancing enthusiasts here.

## Read the News Want Ads Regularly

## EAT TO LIVE

with  
**Arcadia Health Foods**  
148 E. Huntington Drive  
Arcadia

## Confiscation For Relief Ahead Says New County Chief

Unless Los Angeles county solves its unemployment and relief problem soon, the county government "may very quickly come to the point of actual confiscation," according to Roger Jessup, newly elected chairman of the county board of supervisors.

Jessup was named head of the board last week when Legg, in a precedent-established action, was virtually ousted from the chairmanship by Gordon McDonough, who proposed Jessup's election and then moved that Legg resign. McDonough's motion carried by a vote of 3 to 2.

Both Legg and Ford, Democrats, were pledged to the production for use platform.

Mr. and Mrs. Lloyd Murphy of 661 West Sierra Madre Blvd., are receiving congratulations on the arrival of a daughter, born October 2nd at the Huntington Memorial Hospital. Mother and daughter are quite well.

## OPONENT OF McGROARTY MEETS LOCAL SUPPORTERS

Nearly half a hundred guests gathered Friday evening at the home of Mr. and Mrs. Arthur Copps to meet Robert S. Funk, candidate for Congress on the Progressive ticket and recently endorsed by the 11th District Townsends in opposition to Congressman John S. McGroarty. Funk outlined his views on the Townsend \$200-a-month "Recovery" Plan and other issues.

Scientific Eye Examination  
GLASSES EXPERTLY FITTED  
  
Convenient Credit  
Easy Payments At No Extra Expense  
**Dr. J. D. Siebert**  
OPTOMETRIST  
26 S. Marengo, Pasadena  
Eye Sight is Priceless  
Protect Your Eyes

## POLITICAL ADVERTISEMENT

**FRANK G. MARTIN**

Faithful Friend

OF

48th Assembly District

Honest, Capable Legislator---  
Experienced, Fearless, Sensible

Friends Join in This Appeal to Republicans and  
Democrats to Vote for

**FRANK G. MARTIN**

For State Assembly

**Silent**  
AS THE  
**ELECTROLUX**  
**REFRIGERATION COSTS LEAST WITH GAS**

**"GAS COOKS**

**BETTER, TOO, AND IT'S FASTER"**

The women most enthusiastic about cooking with natural gas are those who have tried other fuels. They know that natural gas cooks much faster than other methods — enables them to spend less time in the kitchen!

They know that only gas gives a complete range of temperatures, for every kind of cooking. And it costs about a third as much!

Indeed, the difference in the operating expense of gas cooking and the cost with another method will pay for a new, modern gas range! Can you afford to be without one? Examine the latest models now on display.

ON THE AIR  
The "Mystery Chef" — An NBC Program  
KEI • 9:45 a.m. — Wednesdays and Fridays

**SOUTHERN COUNTIES**  
**GAS COMPANY**





## WIDE PLACE IN THE ROAD IS DESCRIBED BY BOB FOOTE

By Bob Foote

NEWSPAPER WEEK is a useful custom in calling attention to the part which the newspaper plays in the lives of all of us, but it seems to me that the purpose might be even better served with a Newspaperless Week.

You will, perhaps, smile at that suggestion and concoct a wisecrack or two with which to dress it up. After you have had your fun, your attention is invited to what just one week without your newspaper would be like—what a lot of running around you'd have to do to learn about your neighbors (now, don't be stodge and pretend you care nothing about your neighbors' doings); how many stores you'd have to visit to look over the prices! what a lot of entertainment and fun you'd miss if you did not have your home-town paper to keep you informed.

A city is not a city nor a town

a town without a newspaper; it is just a wide place in the road. And by newspaper, is meant Newspaper; not a throw away circular which exists only for what it can get out of you, with no thought for giving you anything nor of doing anything for your community. When a place is as fortunate as Sierra Madre in having a real Newspaper, alive to the affairs and the interests of its citizens, it should give such a publication genuine support.

Newspapers do not exist of themselves. They need support, material and spiritual. They need your subscriptions and your advertising. Most of all they need your friendship. Their editors need to feel that you approve of what they are doing. Your editor has given you many a "nice notice." Try giving him one—by word of mouth to your neighbor or even in person or by letter to the editor himself. The chances are he'll survive.

## 'Round the Town

Mrs. J. W. Jameson of West Highland avenue, who is visiting in Humboldt County in Northern California, is expected home next week.

Mrs. Roy Hambaugh of Morton avenue has returned from her trip to Oregon where she visited her brother, George Covey.

Mr. and Mrs. Oscar Jacobson and family of Victorville, were weekend houseguests of Mr. and Mrs. Marion Hays of San Gabriel Court.

Mrs. Charles Shurlock of Whittier, who has been convalescing at the home of Miss Edith Rankin of Cypress Court, returned to her home in Whittier on Monday.

Mr. and Mrs. B. G. Bleasdale and daughter Marie are moving back to 561 Brookside Lane after an absence of two years spent in Los Angeles.

Miss Louise Judson and Miss Edith Rankin motored to Laguna Beach on Sunday where they enjoyed dinner, later returning by way of Lake Elmore.

Mrs. William Adwell of West Sierra Madre Blvd., who recently underwent an operation is home from St. Luke Hospital. She is rapidly regaining her strength.

Mr. and Mrs. Albert Connell and family of Desert Center, were weekend guests of Mrs. Connell's parents, Mr. and Mrs. Samuel Mercer, of North Adams street.

Mr. and Mrs. Ray Gomes of Hermosa avenue, with their friends Mr. and Mrs. Harry Twichens and family of Pasadena, motored to Mount Wilson Sunday for a picnic.

Mrs. M. R. Englander of 646 North Auburn avenue, with her son Herman F. Englander, have returned from an enjoyable summer, salmon fishing in the bay region of Canada. Young Mr. Englander arrived home in time to enter his second year at California Institute of Technology at Pasadena.

Mr. and Mrs. Earl Moyer of Los Angeles were dinner guests of Mr. Moyer's mother, Mrs. Emily Moyer, and his sister, Mrs. May M. Barlow, on Saturday. They later attended the V.F.W. entertainment at the school.

Mr. and Mrs. Waverly E. Pratt of North Grove street, were guests Sunday of Mr. Pratt's parents, Mr. and Mrs. B. E. P. Pratt at Long Beach, where Mr. Pratt's grandmother is visiting from Lincoln, Neb.

Dr. and Mrs. Gilbert S. Bovard of West Montecito avenue, who have been vacationing at Laguna and Long Beach for a month, are expected back in the city by October 15th. The climatic change has been beneficial to the doctor's health.

The Canyon Park Thimble Club had its first fall meeting on Friday at the home of Mrs. Mae Ostrom, 81 Vista Circle drive. The party was in the nature of a farewell for Mrs. Robert Hicks who is leaving this week with Mr. Hicks for a visit with relatives in Texas.

Miss Gertrude Highland of Mexico City, Mexico, was a weekend guest of Mr. and Mrs. R. E. Wright of West Grand View avenue. Miss Highland flew from Mexico and arrived Friday, Sunday she was the dinner guest of the Wrights at the little theatre in the Padua Hills.

James C. Heasley with his wife and son "Happy," departed Tuesday for Nebraska, where Mrs. Heasley plans to visit relatives. "Jim" plans to motor on to his birthplace, Pittsburgh, Pa., for a visit with friends and relatives, whom he hasn't seen for 16 years. The Heasleys plan to be away for a month.

## LINKOTA SAVES LINOLEUM...

The Spreader saves your back!

Linkota—a pale, colorless varnish especially made for use on linoleum.

Seals the pores against dust and dirt—KEEPS DIRT OUT.

Makes your linoleum easy to keep clean.

Protects the linoleum—makes it last longer.

The handy Spreader makes your finishing job easy—just pour some Linkota on the floor, and mop it around with the long-handled Spreader.

SAVES TIME & MONEY, TOO LOOK!

1 QUART and the HANDY SPREADER \$1.18

## Sierra Madre Lumber Co.

J. S. Billheimer, Manager

38 E. Montecito — Phone 23

IT'S HERE!

The new 1936 Spiralator EASY WASHER with the New Super-Safety DUAL-RELEASE WRINGER

\$3.85 A Month

The leader of the new 1936 EASY Washer line — offers

NEW MODERN BEAUTY  
NEW QUIET OPERATION  
NEW SUPER-SAFETY WRINGER

combined with the world's fastest washing action—

THE EASY SPIRALATOR  
It's a washer that DOES MORE for you — saves washing time — saves labor — saves soap, hot water — a washer you'll surely want for your own.

MONROVIA FURNITURE COMPANY  
612 S. Myrtle — Phone 41

## Former Resident Of Germany Finds World Small Place

The world's a small place after all, Fred R. Richter, of 39 Victoria Lane, decided the other day. Richter, whose business is termite exterminating, was doctoring the wheels of the gun carriage in the city park and got the thrill of his life when he came upon the words "Made in Essen, Germany," inscribed on the cannon.

Essen, home of the world-famous Krupp munitions works, happens to be Richter's old "stamping ground." He says he made many a visit to the Krupp shops, which cover an area larger than the whole of Sierra Madre, during his nine years of residence there.

He says he well remembers their 100th anniversary in 1911, at which time he personally saw Krupp himself, Kaiser Wilhelm, the Crown Prince and scores of military and civilian bigwigs at a great celebration in the city.

## "SING BABY SING" AT LYRIC THEATRE

"Sing, Baby, Sing," starring Alice Faye and Adolphe Menjou, plus "Pepper," the new Jane Withers opus, open today at the Monrovia Lyric Theatre.

The plot of "Sing, Baby, Sing," bears a striking resemblance to the recent Barmore-Barrie cross-country goose chase. Egged on by her movie agent, Joan Warren (Alice Faye) throws her hooks into America's leading actor, Bruce Farraday (Adolphe Menjou). The publicity wins Joan half a dozen contracts. Bruce takes the stratagem agreeably, and the two limelighters, warbling the title song, go merrily off.

Mrs. Ida A. Thornell returned to Los Angeles on Thursday afternoon after spending the week with Mrs. Emma Ashmen at Lake View Inn, on Brookside Lane.

## O. E. S. Home Cooked Food Sale

AT Robert's Market Saturday

Everyone Cordially Invited

AMAZING!!  
1,000 ELECTRICAL WONDERS  
1,000,000 VOLTS HARNESS  
SPECTACULAR DEMONSTRATIONS  
\$1,000,000 ELECTRIC EXHIBIT  
ELECTRIC DEVICES OF TOMORROW

Afternoon Cooking Schools  
GIGANTIC NOVEL REVIEW  
3 Great Fanchon & Marco Stage Shows daily

ASK YOUR DEALER FOR PART-PAID TICKETS

PAN PACIFIC AUDITORIUM Beverly near Fairfax

OCT. 10-18 1PM-11PM

## WANT ADS

Classified Rates And Instructions

Ten cents per line for first insertion; 7 cents per line for subsequent insertions. Count five words to the line. Two initials count as one word. The minimum charge is 25 cents. In order to avoid expense of bookkeeping and collecting it is desirable that all classified advertisements be paid in advance, unless you have ledger account with THE NEWS.

## HELP WANTED

PART time housekeeper. 313 N. Mountain Trail. Phone 2383. 2\*b

WOMAN to stay nights and one-half day. Housework and nursing \$15 a month. 46 E. Laurel Ave. 2\*b

## For Sale MISCELLANEOUS

FRYERS, clean, healthy; never been on ground. 72 E. Montecito. 3\*e

## INSURANCE

ALL INSURANCE policies should have the Seven Point Coverage added before the Santa Ana start. The 20c per \$100.00 it costs for 3 years may put on a new roof for you. T. W. NEALE, Insurance, Real Estate, Notary 86 West Sierra Madre Blvd. 2\*3i

## MISCELLANEOUS

PIANO FOR SALE—Want responsible party living near Sierra Madre to take over small bungalow piano on most any kind of terms, as this piano must be moved at once. Write Geo. Kahn, c/o Baldwin Piano Co., 361 4th St., San Bernardino, Calif. 2\*3i

## LOST & FOUND

LOST—Saturday, gasoline tank lock with three keys. Return to News Office. Reward. 2\*g

LOST—Thursday, Black & white male Fox Terrier, Los Angeles license. Return 135 E. Laurel. Reward. 1\*g

## HOME BUILDING LOANS

Interest Rates 5%—5½%—6%  
5 to 20 Years—Easy Monthly Payments  
Loans up to 75% of Appraised Value

## FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF ALTADENA

2721 North Lake Avenue  
Phone Niagara 1161 Los Angeles Phone Blanchard 71239

## AUTUMN IS HERE

and it's time to get the old overcoat, winter suits, top coats, felt hats, and all winter apparel in readiness before the winter wind and rain begins

JUST PHONE 3

We will be Glad to Call and Deliver Prompt and Efficient Service ALWAYS

Sierra Madre Tailors CLEANERS — DYERS  
14 West Sierra Madre Blvd.

ATTEND!

## "The Streets of Cairo"

BIG CARNIVAL  
ST. RITA'S SCHOOL GROUNDS  
OCTOBER 16 - 17

FREE— FORD V-8 — TURKEY DINNER 75c

FUN! PRIZES! FROLIC!

Come and Have a Good Time

NEWS WANT ADS PAY --- Telephone 48

YOUR NEIGHBORHOOD GROCER

## SAFEWAY

Autumn FOOD SALE

HUNDREDS OF FOOD BARGAINS

ASTONISHINGLY LOW PRICES  
Sale Ends Oct. 10th

You'll find this advertisement littered with low prices. Check the items that you need and bring this paper with you to the Safeway in your neighborhood. Make extra savings on your purchases this week!

For weeks wholesale food costs have been going up. While Safeway intends to share with its customers the advantages of large purchases made prior to these advances in cost, warehouse supplies are limited. Retail price raises seem inevitable. Protect yourself by stocking up now!

Values listed in this advertisement effective through Saturday, Oct. 10, in Safeway operated departments within 35 miles of Los Angeles.

LIBBY PINEAPPLE ALSO DEL MONTE BRAND 3 No. 2 cans 50c

Libby or Del Monte sliced pineapple, 6 cans, 99c; 12 cans, \$1.98

CRISCO VEGETABLE SHORTENING 1-lb. can 19c

For baking or for frying—late low price. 3-pound can, 53c

NOTE THESE SPECIAL QUANTITY PRICES ON QUALITY CANNED FOODS. STOCK UP LIBERALLY AT THESE LOW PRICES DURING THIS SALE.	THREE FOR	SIX FOR	PER DOZEN
OUR CHOICE PEARS Standard Quality No. 2 1/2 size cans	43c	85c	\$1.69
STOKELY'S PEARS Fancy Grade 1/2's No. 2 1/2 size cans	50c	99c	1.98
PEACHES Libby-Del Monte-Stokely's Sliced or halves, No. 2 1/2 (Limit 12)	43c	85c	1.70
STOKELY'S APRICOTS Whole Unpeeled No. 2 1/2 size cans	43c	85c	1.70
FRUIT COCKTAIL Dainty Mix Brand No. 1 tall cans	29c	57c	1.14
RED CHERRIES Supreme Sour Pitted For Pies, No. 2 cans	29c	75c	1.49
CUT GREEN BEANS Stokely's No. 2 cans	29c	57c	1.14
LIMA BEANS Val Vita Brand, Cooked Dried Beans, 15-oz. cans	14c	27c	.54
STRING BEANS Champion Brand, Cut Beans, No. 2 size cans	23c	45c	.90
BURBANK HOMINY Large, White Kernels No. 2 1/2 size cans	25c	49c	.98
STOKELY'S CORN Country Gentleman No. 2 size cans	35c	70c	1.40
STANDARD CORN Cream Style Pack No. 2 size cans	29c	57c	1.14
MISSION PEAS Choice Quality No. 2 size cans	35c	69c	1.35
PUMPKIN Mission Inn Brand Choice, No. 2 1/2 cans	23c	45c	.90
MASTERPIECE SPINACH Choice Grade No. 2 1/2 cans	29c	57c	1.14
STANDARD TOMATOES Puree Style Pack No. 2 1/2 size cans	27c	53c	1.05
PINK SALMON Happy-Vale Brand, Choice Quality, No. 1 tall cans	29c	57c	1.10
RED SALMON Your Choice of Libby's or Del Monte, No. 1 tall cans	57c	\$1.14	2.28
MISSION TUNA Choice Quality Light Meat Packed in Oil, No. 1 1/2 cans	35c	69c	1.38
SLICED BEEF Broadcast Brand, Fine Quality, 2 1/2-ounce jars	29c	57c	1.14
DEVILED MEAT Libby Brand, Excellent Spread, 3 1/4-ounce cans	11c	22c	.43
TARGET CORNED BEEF 12-ounce size cans	42c	83c	1.65

BROWN DERBY BEER

4 11-oz. bottles 25c 3 12-oz. cans 25c

(Plus deposit on bottled beer). These items available only in stores licensed to sell beer.

Old Dutch Cleanser

Use half as much and rub half as long.

6 14-oz. cans 39c 3 14-oz. cans 20c

22 WILL INCREASE RELIEF ROLLS

CLOSED

Vote NO

PROPOSITION 22 NOV. 3rd

RETAIL STORE LICENSE

WE ARE FEATURING

## LAMB

THIS WEEK

QUALITY GUARANTEED

Fancy quality, tender, juicy, sweet lamb is being featured this week-end at your neighborhood Safeway market. Step into the nearest Safeway-operated market and ask the manager to show some of this guaranteed lamb. Whether you buy chops, roast, leg, or stew you'll find Safeway lamb unusually good. In fact, we guarantee that you'll be pleased with the extraordinary flavor and tenderness of Safeway lamb—or every cent of the purchase price will be cheerfully refunded. Only through our famous 5-step plan of quality control can we make this guarantee. Our quality control includes approved MEAT SELECTION, scientific MEAT AGING, WASTELESS CUTTING, constant TEMPERATURE CONTROL, and DAILY DELIVERY to markets. Best of all, these guaranteed meats are sold at prices no higher than those usually asked for ordinary meats. Try Safeway meats today.



## 'Round the town—

R. C. Lewis, manager of the Sierra Madre Savings Bank, is confined to his home with an attack of sciatica.

Mrs. Lon T. Bernard of Westwood, was the guest of Mrs. P. W. Senour at the Woman's Club Fall Festival on Wednesday.

Rev. and Mrs. A. B. Gould left this week for India via Seattle and Vancouver after spending a month at 48 Vista Circle Drive with Rev. Mr. Gould's sister, Miss M. Edna Gould. Mr. Gould is president of the Board of Foreign Missions in India where he has served for 36 years.

Mrs. W. E. Walker, of Glendale, who for many years was a resident of this city and a past president of the Sierra Madre Woman's Club, has been visiting friends here for the last few days. She attended the Fall Festival of the club on Wednesday, where she renewed many old friendships. She was the houseguest of the William Lees' of East Sierra Madre Blvd., while here.

Miss Helen Ohner, formerly of Sierra Madre is to be installed as Worthy Advisor in Hollywood Rainbow Assembly tonight. A number of her Sierra Madre friends plan to attend the installation which will be held at 6840 Hollywood Blvd. Dancing will follow the ceremony.

Miss Edith Pictor (Hawthurst) is in town visiting the James Alfred Deweys and Mrs. Julia Henzey, and her brother, W. R. Humphries of Arcadia. Miss Pictor recently returned from Honolulu, T. H., where she spent eleven months, and will remain on the coast for some time.

More than a score of neighbors gathered last Thursday night at the office of Laura E. Cadmus to pay homage to the exotic beauty of a night blooming cereus. The plant, from which a single perfect blossom filled the night air with its fragrance, was grown from a small cutting given to Miss Cadmus two years ago. Since that time it has been kept indoors.

Mr. and Mrs. Carl E. Mallory are the proud parents of a baby girl born at the Huntington Memorial Hospital September 17th. Both mother and child are doing nicely. Mrs. Mallory, the former Marjorie Morse, is temporarily with her parents, Mr. and Mrs. A. M. Morse of East Sierra Madre Blvd.

## Swing Club Dance

SATURDAY, OCTOBER 10

Woman's Club House

Admission 25c

## Better PLANTS for better Flowers

Fuji Quality Bedding Plants

Stock, Snapdragon, Phlox, Calendula, Cornflower, Viola, Pansy, Verbena, Scabiosa, Gazania, Primrose, etc.

1C each and up

FUJI NURSERY

393 South Fair Oaks Tel. Terrace 3236, Pasadena

## FORUM DINNER

Tuesday, 6:30 P. M.

WOMAN'S CLUB HOUSE

### Speakers:

NATHAN. NEWBY, Subject, "Candidacy.. of Harlan G. Palmer for District Attorney"

ARTHUR SYVERTSON—"Affirmative Side of Amendment No. 9—Local Option"

Reservations—Mrs. R. H. McCollagh, 322-1

Dinner 50c

Now that the  
'Most Popular Girl'  
has been awarded her  
calories, let's prepare  
for fall colds

100 McKesson  
Asprin Tablets  
39c

McKesson  
Milk of Magnesia  
pts. 37c qts. 59c

SIERRA  
Cold Tablets  
25c

McKesson Concentrated  
Vitamin Tablets  
\$1

Vicks Salve 33c, 69c  
Vicks Vatronal  
30c, 47c

McKesson  
Albatum, 25c

Citrocarbonate  
4 oz. 93c

SUPER D  
Cod Liver Oil  
93c

Alka-Seltzer  
large size 57c  
small size 29c

Hot Water Bottle  
89c  
Electric Pads, \$2.98

SQUIBBS  
Cod Liver Oil  
lge. 89c small, 50c

Kleenex  
500 pkg. 31c  
200 pkg. 15c

MIDDOUGH'S  
FOR DRUGS  
Sierra Madre, Calif.

"We Fill Prescriptions Correctly"

## STATE'S SECOND LARGEST INDUSTRY

The newspaper publishing business is California's second largest industry! Greater than oil, fruit, gold mining—exceeded only by the movies!

Mailing a penny post card to 600 persons would cost you a hundred times as much (or more) than sending the same message through your newspaper's classified advertising page!

Ninety-eight per cent of your local newspaper's payroll is spent at home!

Sacramento, Washington and the world have only one way to find out what this community thinks—your local paper is the mirror of local opinion!

Over \$20,000,000 to charity in advertising and publicity space is donated by newspapers annually. The richest philanthropist in town doesn't do a tenth as much for charity and local enterprises as you own newspaper!

## Junior Women Plan First Social Affair Of Season Sunday

Forty-five invitations have been issued for the Junior Woman's Club tea, Sunday, October 11, from 3 to 5 in the clubrooms. Assisting Miss Eleanor Phillips, president, will be Mrs. John H. Robertson and Mrs. W. J. Lawless. This is the organization's first social affair of the season and promises to be very lovely.

## An Old Fashioned Torchlight Parade In Hinshaw's Honor

An old fashioned torchlight parade will precede a mammoth Hinshaw-for-Congress rally in Masonic Temple, Glendale, Thursday night, October 15th.

Independent Democrats, who favor Hinshaw, will join the procession and meet with Republicans on friendly ground to further the candidacy of the Pasadena, who will be formally presented and greet his adherents.

## Dr. Bovard's Hobby Wins Prizes At The County Fair

Indulging in the manufacture of jewelry as a hobby, Dr. Gilbert S. Bovard won two of the seven blue ribbons awarded in this line at the Los Angeles County Fair. His entries consisted of an amethyst and silver necklace and earrings, a brooch, and a man's ring. Dr. Bovard felt quite gratified, considering that the other entries were made by professional jewelers or manufacturers.

## Masquerade Dance Planned By Sierita Club On October 30

The Sierita Club will hold a pre-Halloween masquerade dance on Friday night, October 30. Arrangements for the event are not yet complete. This promises to be a bigger social than the well-remembered St. Patrick's Day dance staged by the club on March 17. Prizes will be awarded those wearing the most original and funniest costumes. The Sierita Club is setting the date for this dance now so that there may be no conflict in the schedule of dances around that date.

## BRIDE-TO-BE HONORED AT SURPRISE SHOWER

Surrounded by presents of every description Miss Hortense Valdes was complimented last week by a surprise miscellaneous shower in her honor by Miss Carrie Hora, 366 North Grove street. Miss Valdes, who is well known here, will be united in marriage to Clay Lyster on October 18th. A delightful evening was spent at cards and other games. Refreshments were served buffet style. Among the guests who enjoyed the evening were Mrs. Fred Smith, Mrs. John E. Fehd, Mrs. John Hora, Mrs. Fred Osti, Mr. and Mrs. Heylek, Mrs. Hortensia Link, mother of the bride-to-be; Mrs. Lenore Gaggero, Mrs. Alice Dempsey, Mrs. Richard Valdes, Mrs. Billy Edwards, Miss M. Rintleman, Miss Grace Estergren, Miss Florence Osti, Miss Verna Jones, Miss Sophie Stamer, Miss Rose Gregor, and the bride's sisters, Cecelia, Sophia and Berna Valdes, and the hostess, Miss Carrie Hora.

## EASTERN STAR HOLDS A COOKED FOOD SALE

Tomorrow morning and throughout the day, the Order of Eastern Star is sponsoring a home cooked food sale at Roberts Market. The food is prepared by the O.E.S. members, many of whom are noted cooks. Salads, cakes and other cooked dishes will be on hand to tempt the appetites of the most fastidious.

## WIDOW OF "THE LANCER" VISITS THE BOWLING

Among the out-of-town guests of the Harry Bowlings of West Montecito avenue this week was Mrs. Harry Carr, widow of the late Harry Carr, famed "Lancer" of the Los Angeles Times. Mrs. Carr has leased the San Fernando Valley ranch and will leave shortly on a trip to South America.

## MEN FROM WHITTIER AND L.A. AT MONASTERY RETREAT

Men from Whittier and from Nativity parish, Los Angeles, will make the retreat this weekend at Mater Dolorosa Monastery, Fr. Angelo Hamilton, C.P., retreat director, announced yesterday.

## Michillinda Extension Survey Asked

County Wants Cooperation Of Sierra Madre And Arcadia In Improvement

Opening of Michillinda Blvd., and converting the thoroughfare into a scenic double-drive similar to Santa Anita Drive moved a step nearer realization this week when the Arcadia city council, in a letter from the county regional planning commission, was asked for an expression of opinion as to the desirability of making a topographical survey of the street south from Sierra Madre to Huntington Drive.

The commission expressed a willingness to recommend to the board of supervisors that it order the making of the survey, but first seeks the opinion of the city council. The subject was referred to the valley city's planning commission.

An identical letter was written Sierra Madre officials about a month ago, but up to now no official action has been taken.

## E. J. Webster, 90, Has No Secret Recipe To Attain Old Age

Sierra Madre's lone surviving Civil War veteran, E. J. Webster, celebrated his ninetieth birthday October 2nd, at the home of his son R. L. Webster of West Alhambra. His only regret was that he was unable to attend the Los Angeles County Fair at Pomona this year. Last year he visited the San Diego Exposition and talked about it for months.

For a quarter of a century Mr. Webster has made Sierra Madre his home, and when old friends called to congratulate him as he reached his ninetieth milestone and he was asked for the secret of his longevity he replied: "Sticks, there's no secret. I have always lived moderately, and have kept my mind alert by travel and keeping abreast of the times. Never let your mind go to seed is my advice."

## WOULD CHANGE NAME OF CATALINA ISLAND

That the group of islands off the Southern California coast now on most maps as the Channel Islands should be named the "Cabrillo Isles" is the suggestion of Aubrey Drury, California writer. The coast was discovered on September 28, 1542, by Juan Rodriguez Cabrillo, and these islands were first visited by the bold voyager early in October of that year. He lies buried on one of them.

"These islands now assuredly should be named in honor of the dauntless seafarer the Cabrillo Isles," says Drury in his book, "California: An Intimate Guide." "The name 'Channel Islands' is almost meaningless," says the writer, "and does not deserve to last. It has no particular historic background. Why not call Santa Catalina, San Clemente, Santa Rosa, Santa Cruz and the rest collectively the Cabrillo Isles?"

## MICKIE SAYS—

SOME GUYS ARE ALWAYS BUSTED, EVEN IN GOOD TIMES, 'N SOME MAKE MONEY IN A DEPRESSION BY HUSTLING AND ADVERTISING



## Girls Contest And Big Show Pack School Auditorium

(Continued from Page One)

they had into their efforts, from little Betsy Ross King, who flicked with her whip playing cards protruding from the mouth of her stooge, to a roaring comedy sketch featuring Vince Barnett, Al K. Hall, A. K. Junior and "Big Boy" Caspar, with snappy monologues, song and dance numbers, cowboy rope act, instrumental and vocal numbers, out over only as big league artists can do it.

Pat West himself, appeared in a mind reading act with Don Barclay and also in a Spanish number with "Little Billy," the original Buster Brown, as his partner. He drew round after round of applause as did the others. It was evident from the appreciation of the crowd as indicated by hand clapping and stamping of feet that the performance keenly appealed.

With the exception of Alice Faye and Jack La Rue, famous screen stars, who were unable to come here through stress of studio work, the others advertised in the program did their stunts and took their bows as the crowd roared approval.

The names of the performers and their acts follow:

Betsy King Ross, 14 year old Australian girl, who made a whip cut capers; Kermit Maynard, famous trick rider and rope thrower; Little Billy, the original Buster Brown, a Lilliputian comedy star and Pat West in a Spanish number; Johnny Kiado, selections on the accordion; Billy Gilbert, who was here last year and made such a hit, in a monologue; Don Barclay and Pat West in a mind reading comedy sketch; Vince Barnett, the famous "ribber" with Al K. Hall, his son,



and Jerome Caspar's big little boy, in an impromptu sketch teeming with wisecracks and real comedy; Dick Purcell groomed to replace Jimmy Cagney in one of Hollywood's studios, told several stories; Lester Allen, formerly with George White's scandals and Miss Breen, song and dance and

comedy skit; Richard Carle, the famous old time stage favorite in a monologue; Jim Burke with Mrs. Burke at the piano in songs; Wanda Allen, toe dancer; Mrs. Gail Sherwood, pianist and her son Bob, and partner, the boys playing guitars, and Countess Martelli in an interpretive dance.

## ASTHMATIC SUFFERERS

A FIFTEEN DAY TRIAL OF

Vapo-Efrin Inhalant

Will convince you beyond a doubt it is the most satisfactory home treatment for the relief of the paroxysms of asthma. If unable to call at our office, write or telephone for a free demonstration in your own home. Free booklet on request. N. J. DISHINGTON, Gen. Distributor, 2326 West Seventh St., Los Angeles. Tel. Fitzroy 6246. Hours: 9-5, Saturday, 9-1.

## CENTRAL MARKET

CHAS. E. DAVIS FREE DELIVERY TWICE DAILY 38 WEST SIERRA MADRE BLVD. PHONE 97

### ON THE AIR

"THE CORNER STORE PHILOSOPHER"

KHJ — Tuesday and Thursday — 8:45 P.M.

Wilson's Tender Made Ham . . . lb. 39c

Wilson's Tender Made Picnic . . lb. 29c

### BACON SPECIAL

Swift's Oriole . . . . . lb. 35c

Swift's Premium, 1/2 lb. pkg. . . . 21c

Rath's Black Hawk, 1/2 lb. pkg. . . 21c

Legs . . . . . lb. 28c

L A M B Shoulder . . . . . lb. 19c

Breast . . . . . lb. 10c

Fancy Colored Hens . . . . . lb. 34c

Barred Rock Fryers . . . . . lb. 35c

Chuck Roast . . . . . 17c

Gr'nd Beef . . . . . 16c

Ground Twice Daily in Our Own Shop—lb. . . . . 16c

### COFFEE

Our Spec'l Blend, Fresh Roasted, lb. 17c

RATH'S Philadelphia Style Scrapple

RATH'S Corn Meal Mush . . . . . can 10c

Made with pure creamery butter

Delicious for breakfast, sliced and fried

WE CARRY A COMPLETE LINE OF WHOLE WHEAT PRODUCTS

HORMEL'S Soup, lge. cans special this week, ea. 10c

Boneless Pigs Feet . . . . 6 oz. glass 10c

## GREATEST . . IN FORD DEALER HISTORY

# USED CAR CLEARANCE SALE!

MONEY-BACK



GUARANTEE!

GOOD NEWS for the thrifty car buyer! A mammoth used car clearance has just started at all Ford Dealers. Every car and truck has been repriced for quick sale. It's your opportunity to find the right car at the right price.

ALL MAKES, MODELS AND PRICES—There's practically every make and model of car and truck to choose from. You're sure to find the type you want, at a price you can afford.

MONEY-BACK GUARANTEE—In addition to the Ford Dealers' reputation for square dealing, every car carries a written money-back guarantee—with no strings attached. Drive it for 48 hours. Then, if you decide it is not exactly what you want, return it in its original condition and your money will be promptly refunded.

NO CASH DOWN—You won't need cash to drive away in a better car. Your present car

will undoubtedly cover the down payment and the balance can be financed out of income on the new low finance terms of Universal Credit Company.

SALE JUST STARTED—Before you buy any used car anywhere, see these clearance sale bargains. You'll find them clean inside and out—ready to roll for thousands of carefree miles—and the prices will save you money.

Only Ford Dealers display this R & G emblem. It marks a seller of Renewed and Guaranteed used cars—Renewed according to specifications and Guaranteed in writing.



## AT Ford DEALERS

FORTNER & LOUD --- 1365 E. Colorado Street---PASADENA  
SIERRA MADRE GARAGE, Local Agent



# THE SIERRA MADRE SHOPPING NEWS

U. S. POSTAGE  
Sec. 435½, P.L.&R.  
**PAID**  
Permit No. 18  
Sierra Madre, Calif.

Ret. Postage Guaranteed

SIERRA MADRE SHOPPING NEWS

FRIDAY, OCTOBER 16, 1936

POLITICAL ADVERTISEMENT

## RETAIN HONESTY AND BURON FITTS District Attorney

He has kept Los Angeles County free from organized gangsters. He has the highest record of convictions of any major office in the United States.

His efficiency, over the last four years, has saved the taxpayers of Los Angeles County more than two million dollars.

His unparalleled record reflects his honesty and fearlessness — and deserves your enthusiastic support.



**VOTE TUESDAY, NOV. 3rd**

**NOW including SUNDAY**

**THE SHOW OF THE CENTURY**  
**Electrical Age EXPOSITION**  
OF 1,000 ELECTRICAL WONDERS

1,000 ELECTRICAL WONDERS  
1,000,000 VOLTS HARNESS  
SPECTACULAR DEMONSTRATIONS  
ELECTRIC DEVICES OF TOMORROW  
\$1,000,000 ELECTRIC EXHIBIT  
AFTERNOON COOKING SCHOOLS  
3 GIGANTIC STAGE SHOWS Daily  
**DON'T MISS IT**

**PAN-PACIFIC AUDITORIUM**  
Broadway near Fairfax

Scientific Eye Examination  
GLASSES PERFECTLY FITTED



**Convenient Credit**  
Easy Payments At No Extra Expense  
**Dr. J. D. Siebert**  
OPTOMETRIST  
26 S. Marengo, Pasadena  
Eye Sight is Priceless  
Protect Your Eyes

**TODAY!**



Come To  
**McBratney's**  
Monrovia, California

**Hand-Knit Fashion Show**

Today and Tomorrow

2:30 P. M.

Living Models wearing smart new styles for Fall and Winter, knitted of the famous Bear Brand yarns, in stunning new colors.

In McBratney's  
Remodeled  
Art and Gift  
Section  
Downstairs



**Satisfied!**

He's just packed away a bowl of "zup," sandwich, bottle Acme beer, for lunch

**Highballs, Cocktails**

We mix 'em the way you like 'em.

**WISTARIA GRILL**  
60 West Sierra Madre Blvd.  
(Opposite City Hall)  
Adam Hauck, Prop.

NEWS want-ads  
bring home the  
bacon!

POLITICAL ADVERTISING

**HINSHAW**

for  
Congress

**11th**

DISTRICT



Carl Hinshaw

● Sound Business Principles in Government

● Active and Able Representation in Congress

**VOTE FOR**

"A Business Man for the Nation's Business"

**Carl HINSHAW**

POLITICAL ADVERTISEMENT

**FRANK G. MARTIN**  
Is a Republican

But he is Broad and Tolerant enough to Team-Work with Democrats in the Legislature on all Measures of Merit

Whatever your Party Affiliations  
Vote for

**Frank G. Martin for State Assembly**

**ASTHMATIC SUFFERERS**

A FIFTEEN DAY TRIAL OF

**Vapo-Efrin Inhalant**

Will convince you beyond a doubt it is the most satisfactory home treatment for the relief of the paroxysms of asthma. If unable to call at our office, write or telephone for a free demonstration in your own home. Free booklet on request. N. J. DISHINGTON, Gen. Distributor, 2326 West Seventh St., Los Angeles. Tel: Fitzroy 6246. Hours: 9-5, Saturday, 9-1.

**Henry's Coffee Shop**

45 North Baldwin Avenue

QUALITY FOOD POPULAR PRICES  
TURKEY DINNERS SATURDAYS — CHICKEN SUNDAYS

Coming

**SAT.  
NOV.  
7**

New **CHEVROLET 1937**

The Complete Car-

Completely New



**BIG VALUE FOR THE SHREWD BUYER**

OUR

**"Campaign SPECIAL"**

MODELS

**\$98.55**

DELIVERED and CONNECTED

REGULAR PRICE  
**\$139.50**

**Magic Chef**  
MODERN GAS RANGE  
BUY NOW AND SAVE . . .



For this sale only we have materially reduced the price on this attractive MAGIC CHEF model. Regular price is \$139.50. You can now buy it for \$98.55, a clear saving of \$40.95 and the biggest modern range value you ever saw for the money. To reach this remarkably low price we are giving you a \$30.00 Electric Clock assembly free and also allowing you \$10.95 on your old stove. (This same free clock and 10% discount for your old stove applies to any clock-equipped Magic Chef.)

The Grayson Telechron Motored Cooking

Clock, which we are giving you free, turns the oven burner on and off at any time previously selected by you.

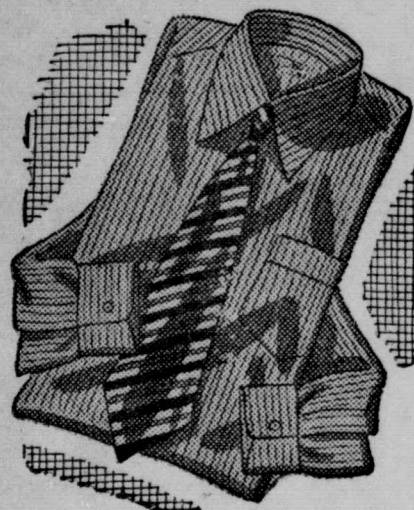
Note a few of the other MAGIC CHEF features: All Porcelain, White, or Ivory; 3-in-1 Non-Clog Top Burners; Automatic Top Lighter; Sanitary High Burner Tray; Smooth Oven Linings; Full Insulation; Lorain Red Wheel Oven Regulator; Smokeless Grid-Pan Broiler; Roomy Utensil Drawers and others.

You have always wanted a MAGIC CHEF. This is your opportunity.

**SEE THIS MODERN GAS RANGE  
ON OUR DISPLAY FLOOR**

**SIERRA MADRE HARDWARE CO.**





**Olson's Shoe Store**  
34 North Baldwin Ave.

**MEN'S DRESS SHIRTS**  
Henden or Grayco newest Fall fabrics \$1 to \$1.95  
**Good Assortment of TIES**  
50c each  
**Men's and Boys' CORDUROY PANTS**  
\$2.45 & \$2.95  
**Men's WHIPCROD PANTS**  
Special \$1.95  
**Edgerton SHOES for Men—unusual values at \$5 and \$5.50**  
**Children's SCHOOL SHOES**  
\$1.55 to \$2.85  
**HOSIERY for Women, Boys and Men**

## The Pines Coffee Shop

AND  
**Cocktail Lounge**

24 Hour Service  
Arcadia Drive-In Market

**Ye Derby Tavern**

Serving Luncheons  
Chicken and Steak  
Dinners

Catering to Private Parties

Entertainment Saturdays

233 E. HUNTINGTON DRIVE  
in Arcadia

## ATTEND! "The Streets of Cairo"

**BIG CARNIVAL**  
**ST. RITA'S SCHOOL GROUNDS**  
FREE—FORD V-8 — TURKEY DINNER 75c

**FUN! PRIZES! FROLIC!**  
Come and Have a Good Time

## Your Safety

while driving your automobile, depends on  
your ability to see clearly

**ANSCO WINDSHIELD WIPERS**

CLEANS QUICKER  
CLEANS CLEANER  
LASTS LONGER

Sold at

**Pickett's Service Station**

POLITICAL ADVERTISEMENT

**ELECT JUDGE DOCKWEILER**  
**OFFICE No 9**



**Hazel and Elmer's**  
**CAFE and COCKTAIL ROOM**

— Drive-in-Car Service —  
3671 COLORADO BOULEVARD PASADENA  
Telephone Wakefield 8974

## CENTRAL MARKET

CHAS. E. DAVIS FREE DELIVERY TWICE DAILY  
38 WEST SIERRA MADRE BLVD. PHONE 97

The Ham You Can Cut  
With a Fork



**WILSON Tender Made HAM**

Sierra Madre's most popular is popular now—BUT WILSON'S TENDER MADE HAM is popular 365 days of the year and in 48 states of the Union.

**Wilson's Tender Made Ham, lb. 39c**  
**Wilson's Tender Made Picnic, lb. 29c**

## BACON SPECIAL

**Swift's Oriole** ..... lb. 34c  
**Swift's Premium** ..... 1/2 lb. pkg. 20c  
**Rath's Black Hawk** .... 1/2 lb. pkg. 20c

**LAMB** Legs ..... lb. 28c  
Shoulder ..... lb. 19c  
Breast ..... lb. 10c

**Barred Rock Fryers** ..... lb. 34c  
**Fancy Colored Hens** ..... Fresh Dressed lb. 35c

**Chuck Roast** Select Baby Beef ..... 17c  
pound

**Gr'nd Beef** Ground Twice Daily in ..... 16c  
Our Own Shop—lb.

## COFFEE

**Our Spec'l Blend, Fresh Roasted, lb. 17c**  
**Table Queen, ground for regular, drip & silex, lb. 27c**  
3c refund on jar

**RATH'S Philadelphia Style Scrapple**

**WE CARRY A COMPLETE LINE OF WHOLE WHEAT PRODUCTS**

**HORMEL'S Soup, lge. cans special this week, ea. 10c**

**Boneless Pigs Feet** ..... 6 oz. glass 10c

## FIRST FEDERAL

SAVINGS & LOAN ASSOCIATION

of Pasadena  
11 SOUTH EUCLID AVE. WA. 1372

POLITICAL ADVERTISEMENT

# Voters:

We Also Say Don't Be Fooled

## Consider---

That the largest grocery chain in the state, with sales around \$50,000 per year per store or approximately \$139.00 per day average, claims that this tax which amounts to \$1.37 per day will raise the cost of living. Many stores average around 300 to 1000 customers per day. DIVIDE \$1.37 by 1000 if you desire to know how much each customer will pay.

## Now Consider---

The total sales of a few chains operating in the state

	1935
Safeway	\$295,000,000
A. & P. Tea Co.	\$842,000,000
J. C. Penney	\$226,000,000
Woolworth	\$269,000,000
Kress	\$ 78,000,000

## Consider Further---

	1931	Latest Available
Safeway	\$ 1,499.00	"
A. & P. Tea Co.	\$ 1,785.00	"
J. C. Penney	\$ 5,290.00	"
Woolworth	\$16,485.00	"
Kress	\$22,087.00	"

We ask why Proposition Number 22 should be a tax on YOU the Consumer. Passed by an overwhelming vote of 102 to 12 by the State Legislature after careful investigation as to the necessity of such regulation. The United States Congress found regulation necessary and passed the Patman Robinson bill for the purpose of correcting and preventing many of the practices commonly employed by the chains for the purposes of obtaining secret rebates and lower prices from the manufacturers and producers.

# Vote Yes on Proposition No. 22

Protect your local merchants who contribute generously to the welfare of your community

---The Independent Merchants of Sierra Madre

**Penney's Smashes Thru With ALL-AMERICAN VALUES**

Here's an All-American lineup of VALUES, hot off the gridiron. Head for the Savings. Goal Monrovia



**Men's Oxfords**  
Goodyear Welts **2.98**

Famous Towncraft dress shoes. Black side leather uppers. New vamp. Leather sole and heel.

**Heavyweight Unions**  
Standard Sizes

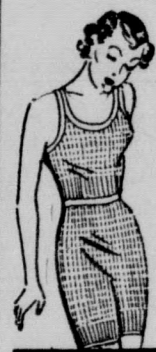


**89c**

This suit is built for winter weather! Rib knit cotton, lightly fleeced. Military shoulders. Cuffs on legs and sleeves.

## UNDERWEAR

For Women



**25c**

Rayon and cotton tuck stitch panties with elastic top. The vests have rayon trimming. Both regular and extra sizes.



**MEN'S HATS**

Fur Felt **1.98**

Plenty of dash and style in these felts. They'll wear like much more expensive models. Fall colors and mixtures.

**All American VALUE!**

**Men's Fancy SOCKS**  
Silk plaited on rayon. Mercerized at points of wear. Double soles and heels.

• High Spliced Heel **25c pr.**

## BLANKET PAIRS

Plaid Or Solid Color **\$1.25 pair**

2 1/2 lbs. of warmth and comfort. Nicely stitched ends. Lots of attractive colors. Warm sheets for Winter!



Gentry Flannelette  
**PAJAMAS**

**\$1.49**

Carefully made slipover or button styles. Highest quality and heaviest weight outing flannel!

**All American VALUE!**

**Silk HOSIERY**  
An amazing price for full fashioned chifon stockings with silk picot tops. Fall shades. Sizes 8 1/2 to 10 1/2.

• Sheer! • Ringless! • Perfect! **49c pr.**

**SIERRA MADRE ACADEMY OF THE Danse**  
Instruction in All Types  
Classes Tues., Friday, 2:30 p.m.  
26 Windsor Lane—Phone 112-3



## Renew the Exterior of Your Car

REPAINT your car now before the wet winter weather has a chance to rust away the metal and cause you untold and endless trouble. We are equipped to do the best painting at most reasonable prices.

Roadsters, coupes and most small cars. As low as \$18.

Sedans, tourings and large cars. As low as \$22.50.

All cars finished with special enamel. \$35 up.

**Norm's Garage**

54 N. Baldwin Avenue  
Phones 164-1; 293-4

## Men! Here's Real Style! BLANKET ROBES

**\$2.98**

Handsome Whittenton cotton blanket robes for smart comfort! Solids, patterns, combinations. Double or single breasted styles. Cord belts and trimming.



Here's a Real Achievement

**WOOLGORA**

**4.98** ea.

The pride of Penney's blankets! Wool, angora, and silk scientifically blended into a single blanket of great warmth and beauty. Size 70" x 80".



## BEAUTY CULTURE

From A to Z

When you have your work done at Ellen's you are assured of excellence in all branches of beauty treatment. Our operators are thoroughly skilled and are able to give you the newest and best innovations in beauty culture. A visit to Ellen's will afford you the finest coiffure that can be had.

CALL 87 FOR APPOINTMENT

**ELLEN'S BEAUTY SHOPPE**

OPEN TUES. AND THURS. EVENINGS TO 9 O'CLOCK

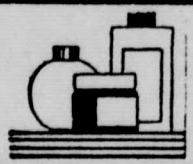


Our accomplished barbers will trim your hair in the style best suited to you **35c**

Our permanents are the acme of perfection. Designed for you **1.95**

Our Finger Wave will glorify your entire appearance **75c**

## ROBERTS THE BEST AT ITS BEST



**The Douglas Drug Co.**  
of Arcadia  
Prescription Specialists  
34 E. Huntington Dr., Arcadia  
Phone Arcadia 2372

POLOITICAL ADVERTISEMENT

## VOTE YES On Proposition 4

Your YES Vote is Asked by

CALIFORNIA STATE PARK COMMISSION  
CALIFORNIA FEDERATION OF WOMEN'S CLUBS  
NATIVE SONS OF GOLDEN WEST  
CALIFORNIA STATE AUTOMOBILE ASSOCIATION  
CALIFORNIA BEACHES ASSOCIATION  
AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA  
SIERRA CLUB SAVE THE REDWOODS LEAGUE

More than 500 other leading organizations and more than 400 of California's Leading Newspapers

Your YES Vote

Will Stop Tideland Drilling in California Forever! Will Save the Beaches! Will Mean More Parks—More Beaches...and Will Reduce Your Taxes by \$2,000,000 a Year!

Proposition 4...Vote YES ☒ X

Better PLANTS for better Flowers  
Fuji Quality Bedding Plants

Stock, Snapdragon, Phlox, Calendula, Cornflower, Viola, Pansy, Verbena, Scabiosa, Gazania, Primrose. Many other varieties for winter and spring blooming.

**1c** each and up

**FUJI NURSERY**

393 South Fair Oaks Tel. Terrace 3236, Pasadena

## Manzanita Villa

200 South Michillinda Road

ARTISTIC UNFURNISHED HOMES FOR RENT

OPEN FOR INSPECTION

Saturday 8 a.m. to 5 p.m. and 7 p.m. to 9 p.m.  
and

Sunday 1 to 6 p.m. and 7 to 9 p.m.

D. R. DAMON, Prop.

## How the Majority of Citrus Growers Get Higher Returns

Three out of four have found that they operate most profitably by marketing with the Exchange

AMONG the 13,500 Exchange members are growers who have tested every available method of marketing. They have tried it out and in. They have used other organizations. They have sold for cash.

As a result of this experience, better than three out of every four citrus growers in California and Arizona now market with the Exchange. There could be no more overwhelming proof that the Exchange method averages a higher net return.

No fresh fruit industry in the world has comparable sales and service facilities. Without them, none can get comparable results.

Such strong support of the Exchange

means large volume business which reduces costs far below the charges of smaller marketing agencies.

Exchange advertising has won a preference for the Sunkist brand with trade and public. It has popularized new uses and opened new markets at home and abroad.

Thus, by securing the highest prices for its members' fruit, and providing the lowest costs of marketing, the Exchange is able to make better returns to growers.

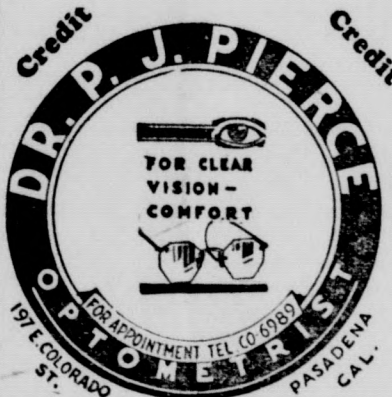
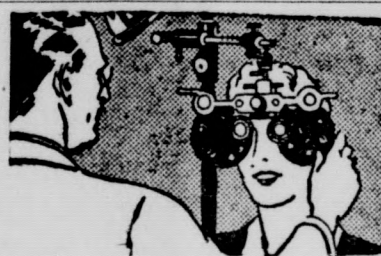
Only on this basis could the Exchange merit the loyalty of three-fourths of the industry. Further information will gladly be furnished by any Sunkist association or district exchange.

## CALIFORNIA FRUIT GROWERS EXCHANGE

A non-profit cooperative organization of over 13,500 California and Arizona citrus growers, marketers of the world's most famous brand of fresh fruits:

**Sunkist**

ORANGES • LEMONS • GRAPEFRUIT •



**Pian's MILLINERY AND DRESS SHOP**  
Dresses, Coats  
Hats  
Smart Styles  
Moderately priced  
196 E. Colorado  
Pasadena

## ARCADIA THEATRE

44 East Huntington Drive  
ARCADIA

Friday, Saturday, Oct. 16, 17

"The Last Outlaw"  
Harry Carey, Hoot Gibson,  
Margaret Callahan

"Two Against the World"

Sunday, Monday, Tuesday

October 18, 19, 20

"Sing Baby Sing"

with Alice Faye and  
Adolphe Menjou

"His Brother's Wife"

with Robert Taylor and  
Barbara Stanwyck

Cartoon, "Boam! Boam!"

Thursday, Friday, Saturday

October 21, 22, 23

"GREEN PASTURES"

"Love Begins at 20"

with Warren Hull and  
Patricia Ellis

Colored Travelogue  
Pathe News

Sunday Matinee at 3 P.M.

## VOTERS: You Can and Should Kill This Tax

Defeated once, the old Sales Tax on Food is back again in disguise... along with added taxes on other necessities of life

On your November ballot, it masquerades as a "Retail Store License"—Proposition #22.

But brought down to cases, it is a hidden sales tax on food and other necessities. A tax for the consumer to pay in higher prices.

It charges individual stores \$1.00 a year for the right to do business. It taxes chain stores \$500.00 for each store over nine. But it is you who will really pay.

For, as the U.S. Federal Trade Commission states...

"If the ability to undersell, based on greater efficiency or on elimination of credit and delivery cost, is destroyed by taxation, it is the consuming public which will really pay the tax and not the chain."

Why? Because four out of five chain stores do not make enough profit to cover the tax.

For chain stores operate on a small

profit. They eliminate middlemen's profits and unnecessary in-between expenses. The savings they make by operating efficiently are passed on to you in prices 10% below the average. The Harvard (University) School of Business Research states these to be the facts.

Thus chain stores must raise their prices or go out of business. If they raise prices, you will pay the tax.

If they go out of business, their competitors can raise prices even more—and you will pay.

Further, this tax is admittedly not for revenue purposes. It is a subsidy for wasteful business methods—at your expense.

So if you think that chain store competition helps to keep all prices in line with your pocketbook—if you are opposed to higher taxes on foods and other necessities—vote NO and keep prices low.

For no matter what name they give it...no matter how cleverly they disguise it...22 is a tax on you—VOTE NO!

## 22 IS A TAX ON YOU—VOTE NO!

<b>RETAIL STORE LICENSE</b>		Referendum against act of Legislature (Chapter 849, Statutes 1935) requiring every person or organization owning, operating or controlling one or more stores, wherein merchandise is sold at retail, obtain annual State license; prescribing fifty cents application fee for each store and one dollar license fee for one store, increasing license fee progressively for second and additional stores to five hundred dollars for each store over nine; excepts filling stations, ice distributing establishments, restaurant facilities of common carriers, newspaper offices, stores wherein sales are incidental to rendering personal service, theatres and motion picture houses.
<b>22</b>	<b>YES</b>	<input type="checkbox"/>
	<b>NO</b>	<input checked="" type="checkbox"/>

CALIFORNIA CONSUMERS CONFERENCE



WANT a better car—one that's guaranteed from bumper to bumper—at a price you can afford to pay? Then see the clearance specials now offered by Ford Dealers. Big cars, small cars—open and closed models—cars of every make and price to choose from.

**YOU TAKE NO CHANCES**—Back of every car is a written money-back guarantee. Here's the offer: Select any car. Drive it. Then if you are not satisfied it's a real, honest-to-goodness value, bring it back within 48 hours in its original condition and your money will be refunded.

**NO CASH DOWN**—You may not need a cent to drive away one of these bargains. Your present car will probably cover the down payment. Easy terms can be arranged through UCC to take care of the balance.

**DON'T DELAY—ACT NOW**—These clearance specials are going fast—so stop at your Ford Dealer's today and find the right car at the right price!



**AT Ford DEALERS**

FORTNER & LOUD --- 1365 E. Colorado Street---PASADENA  
SIERRA MADRE GARAGE, Local Agent



**FOR QUALITY**  
**Cleaning, Pressing**  
**Dyeing, Tailoring**  
**PHONE 3**

Don't Forget the Turkey Dinner  
and Bazaar at St. Rita's Saturday

**Sierra Madre Tailors**  
CLEANERS — DYERS  
14 West Sierra Madre Blvd.

## WANT ADS

### Classified Rates And Instructions

Ten cents per line for first  
insertion; 7 cents per line for sub-  
sequent insertions. Count five  
words to the line. Two initials  
count as one word. The minimum  
charge is 25 cents. In order to  
avoid expense of bookkeeping and  
collecting, it is desirable that all  
classified advertisements be paid  
in advance, unless you have  
ledger account with THE NEWS.  
Classified Ads received after 5  
p. m. Wednesday may be run un-  
der heading "Too Late to Classify."

### WORK WANTED

FURNITURE repairing, carpen-  
tering, painting and general re-  
pairs, door locks and windows.  
Call, The Handy Man. Phone  
334-1. B. A. Platte. 11:15a

WOMAN—white, 28, wants part  
time work in Sierra Madre.  
Inquire 165 N. Sunnyside.—4\*a

### LOST & FOUND

LOST—Lady's "Oreoco" White  
gold wrist watch on E. Sierra  
Madre Blvd. Reward. Phone  
3281. 4:5g

LOST—Feather ruff; Masonic  
Temple Sat., Sept. 21. Return  
to 258 E. Sierra Madre Blvd.  
Reward.—4:g

### WANTED

WANTED—lot reasonably priced  
in good residential location.  
Phone 2783 nights.—4\*k

POLOITICAL ADVERTISEMENT

# Vote for LANDON and KNOX

**TO** continue our American form of govern-  
ment which has made the United States a  
great and prosperous nation.

**TO** take our men and women off alphabeti-  
cal relief rolls with inadequate wages and give  
them work in industry at increased wages.

**TO** protect this nation from Communistic ten-  
dencies which the administration in Washing-  
ton apparently approves and encourages.

**TO** maintain the standard of living to which  
our people are accustomed.

**TO** eliminate fomenting of class hatred by  
men in high places for political purposes to  
further their political ambitions.

**Keep America American**  
... Relief workers are the forgotten men  
and women. They can lift themselves  
out of their present plight by voting for

**LANDON and KNOX**  
**Nov. 3rd**

**California and America Will Win**

**CARL HINSHAW**  
REPUBLICAN CANDIDATE for CONGRESS  
11th Congressional District

**FRANK G. MARTIN**  
INCUMBENT FOR ASSEMBLY  
48th Assembly District

SOUTHERN CALIFORNIA REPUBLICAN CAMPAIGN COMMITTEE

## Swing Club Dance

SATURDAY, OCTOBER 17

Woman's Club House

Admission 25c

## Steamship Tickets and Reservations

to  
Europe, Honolulu, South America,  
New York

via Panama, Round the World and all ocean travel

Official agents for all principal steamship lines.

World-wide Travel Service

C. J. Jones Steamship Agency

383 East Colorado St., Pasadena Terrace 8026

## Sale Now Going On

We still have a good  
selection of Fall Silk  
and Wool Dresses at  
greatly reduced prices

— also —  
NEW FALL HATS

**ROBERTA  
FROCK SHOP**  
One Kersting Court

## Grand Opening of All Talking Movies

Sponsored by P. T. A.  
Sierra Madre Grammar  
School

—FRIDAY, OCTOBER 16—

Two Shows— 7 & 9 p.m.

"Little Men"

with Ralph Morgan, Erin  
O'Brien Moore, Junior Durkin

— also —

"Itchy Scratchy"  
an amusing adventure of a  
frisky bear club and his  
dog pal

Added Stage Attraction

LEO CARDE

in person

Popular Radio and Stage  
Baritone, formerly with Seth  
Parker of Hollywood and  
New York

Admission

Children ..... 10c

High School ..... 15c

Adults ..... 25c

## THE WASHABLE FINISH for Kitchens and Bathrooms

**DU PONT**

## INTERIOR SEMI-GLOSS

FOR WALLS & WOODWORK

**DRIES  
HARD  
AND  
SMOOTH**

**EASY  
TO  
CLEAN**

**TAKE ADVANTAGE  
OF LOW  
PRICE** 82c qt.

**Sierra Madre  
Lumber Co.**

J. S. Billheimer, Manager  
38 E. Montecito — Phone 23

**Pennies**  
bring you  
**BIG  
VALUES**  
**REXALL**  
ORIGINAL RADIO  
**ONE CENT SALE**  
Listen for the RADIO  
BROADCAST

Sale Now On  
**Hartman & Son  
DRUGS**

SAVE with SAFETY at  
**The Rexall DRUG STORE**

**EAT TO LIVE**  
with  
Arcadia Health Foods  
148 E. Huntington Drive  
Arcadia



This Month's  
Leading  
Rentals

FICTION  
BIOGRAPHY  
TRAVEL

- American Doctor's Odyssey
- Steps Going Down (American Prize Novel)
- I Am The Fox (Atlantic Prize Novel)
- Live Alone and Like It
- Co-Op (Upton Sinclair)
- White Banners (Lloyd C. Douglas)
- No Hero—This (Deeping)
- Drums Along the Mohawk

**FOOTHILL  
BOOK SHOP**

22 North Baldwin  
Phone 181-2



Local and  
LONG DISTANCE  
MOVING

Efficient and Expert  
Movers are handling  
your trucking job when  
you let the Askew Transfer  
Co. do it. Only the latest  
methods are employed  
in moving the Askew  
Transfer way

**ASKEW TRANSFER CO.**

23 South Lima Street  
Telephone 55

## The Altadena Pines

1563 NORTH LAKE AVE., PASADENA

## Fried Chicken

All You Can Eat — \$1.00

REGULAR DINNERS — 50c up

## Cocktail Lounge

Imported Wines and Liquors

Telephone Sterling 4476

1563 North Lake Avenue, Pasadena



**KEEP WELL GROOMED**

ROSE MARIE BEAUTY SERVICE PRICES  
HENNA PACK OR BLEACH

Rose Marie Beauty Shoppe  
8 West Sierra Madre Blvd. — Phone 358-1

\$125

## Johnny Farmer's CALIFORNIA

THE NEW  
CROP IS IN!

## DRIED FRUIT SALE

A GREAT FARMER-CONSUMER BENEFIT

They're ready for you...California's  
finest dried fruit crops... nature's  
biggest food bargains, highly alka-  
line and easy to digest. In other  
words, HEALTH in delicious doses.

This big event brings  
you welcome money  
savings. And we're  
helping fruit farmers  
market several mil-  
lion pounds of their  
crop! Stock up NOW.



## CALIFORNIA PRUNES

3-pound  
package **17c**

Medium sized California grown prunes, 70-80 size. Packed  
in sanitary Cellophane bag. Purchase a supply at Safeway  
during this Dried Fruit Sale. The price is right.

**SANTA CLARA PRUNES** 25c  
Large prunes, in Cellophane, 2-lb. pkg.  
**SUNSWET PRUNES** 15c  
MEDIUM, "Tenderized," 2-pound pkg.  
**SUNSWET PRUNES** 9c  
LARGE, "Tenderized," 1-pound pkg.  
**SUNSWET PRUNES** 10c  
EXTRA LARGE, "Tenderized," 1-lb. pkg.  
**FANCY COMPOTE** 25c  
Dried fruit salad, in Cellophane, 1 1/2-lb. pkg.

**DEGLET NOOR DATES** 18c  
Grown in California, 1 1/2-pound package  
**BLACK MISSION FIGS** 19c  
1 1/2-pound Cellophane package  
**CALIMYRNA FIGS** 15c  
Delicious, tender, 11-ounce package  
**CALIMYRNA FIGS** 30c  
Packaged in Cellophane, 1 1/2-pound brick  
**KADOTA FIGS** 17c  
In Cellophane package, 1-pound brick

**Our Choice Pears** 15c  
Delicious Halves No. 2 1/2 can  
**St. Francis Apricots** 15c  
Choice Quality No. 2 1/2 can  
**Dainty Mix Apricots** 13c  
Whole Peeled No. 2 1/2 can  
**Libby Plums** 25c  
Or Del Monte Brand No. 2 1/2 can  
**Libby Pineapple** 33c  
Fancy Grade Sliced No. 2 1/2 can  
**Suprema Cherries** 25c  
Red sour Pitted No. 2 cans  
**NuMade Mayonnaise** 22c  
Grape Jelly or Orange Marmalade pint jar  
**Kopper Kettle** 21c  
Beverly Peanut Butter 2-lb. jar  
**Val Vita Tomato Juice** 23c  
13-ounce can  
**Stokely's Corn** 5c  
Country Gentleman 2 No. 2 cans  
**Mission Tuna** 25c  
Choice quality Light Meat 3 No. 1/2 cans  
**Van Camp Spaghetti** 10c  
22 1/2-ounce size can  
**Val Vita Soups** 14c  
Bean, Pea, or Tomato 3 15-ounce cans  
**Sleepy Hollow Syrup** 19c  
Harvest Blossom Brand quart jug  
**Pancake Flour** 15c  
Harvest No. 5 Blossom bag 2 1/2-lb. sack  
**Flour** 33c  
Blossom bag No. 10 24 1/2-lb. sack  
**Kellogg's** 19c  
Pep. Rice Krispies, or Whole Wheat Biscuits 2 pkgs.  
**Strongheart Dog Food** 29c  
6 cans  
**Calo Dog Food** 20c  
Excellent for your pet 3 tall cans  
**Healthway Dog Food** 5c  
tall can  
**Lifebuoy Soap** 17c  
Prevents "B. O." 3 bars for  
**Sweetheart Toilet Soap** 14c  
Ivory White All-wrapped 3 bars for  
**Zee Tissue** 10c

**Fluff-i-est Marshmallows** 15c  
1-lb. pkg.  
**Jell-well** 13c  
Assorted Cube Flavors 3 packages for  
**Airway Coffee** 17c  
Enticingly Mild & mellow flavor per pound  
**Edwards' Coffee** 23c  
Dependable Brand 1-lb. 2-pound can, 43c can  
**Nob Hill Coffee** 20c  
See it ground. Know it's fresh. 1-lb. pkg.

## SERVE THIS FINER ROAST



Order a roast of Safeway Guaranteed Beef this  
week. Thousands of Southern California families  
are enjoying the extreme tenderness and succulent  
flavor of this better meat. Let YOUR family try  
it now.

You need not risk a penny to know how good  
Safeway beef is. Simply go to your nearest Safe-  
way-operated market, select your favorite cut, then  
cook it by your usual method. You are the judge—  
meat pleases you in every respect or you get all  
of your money back.

Safeway is able to offer its sensational money-back  
guarantee only through the operation of the new  
5-step plan of meat merchandising: improved  
MEAT SELECTION, scientific MEAT AGING,  
WASTELESS CUTTING, constant TEMPERA-  
TURE CONTROL, and DAILY DELIVERY assure  
your Safeway market man of the quality mer-  
chandise at all times.

Visit your Safeway tomorrow morning—inspect this  
meat—buy at this week's feature prices.

KEEP  
PRICES  
LOW!

**22 IS A TAX ON YOU!**  
**VOTE NO ON 22**  
RETAIL STORE LICENSE  
NOVEMBER 3RD

## SAFEWAY

These prices effective through Saturday, October 17, in Safeway-  
operated departments in stores within 15 miles of Los Angeles.